



Dan Everton

Senior UX/UI & Motion Graphics Designer

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UX/UI Designer with over 15 years' experience delivering user-centred digital experiences across eCommerce and service journeys. I combine UX/UI design with strong front-end web development skills and extensive motion graphics experience, including sports motion graphics for live events and broadcast environments. I translate complex requirements into clear, usable solutions from concept through to launch.

Motion Graphics Designer – FIFA (May 2026 – July 2026)

Produced and delivered motion graphics for the FIFA World Cup, creating and supplying multilingual LED board content in three languages across 12 host stadiums. Contributed to the delivery of broadcast-quality visuals for one of the world's largest sporting events, ensuring consistent brand presentation and exceptional standards of quality and accuracy.

UX/UI Designer – Halfords (Nov 2020 – May 2026)

- Led UX/UI design across key eCommerce journeys including batteries, bulbs, blades, oil and paint
- Designed and improved intuitive customer journeys in collaboration with cross-functional teams, including car parts hubs and the Cycle2Work experience
- Redesigned locations experience to improve clarity of services, availability, and mobile usability
- Delivered Product Listing Page improvements including "fitted-first" pricing and fulfilment options
- Contributed to the rollout and adoption of a scalable UI Kit, supporting consistency across digital products
- Provided accessibility guidance to developers, including ARIA best practices, ensuring alignment with WCAG standards
- Contributed to and evolved reusable components within the design system to support wider adoption across teams
- Ran usability testing (UserTesting, UserZoom) to validate designs and identify friction points
- Collaborated with cross-functional teams including Product Owners, BAs and developers, working within agile sprint cycles to deliver solutions into production

Front-End Developer (Contract) – Halfords (Aug 2019 – Nov 2020)

- Supported the transition and deployment of the Salesforce Commerce Cloud platform
- Took ownership of brand page design and delivery, creating scalable templates and high-impact content hubs
- Designed and evolved the Covid-19 information hub, enabling rapid updates and clear customer communication during the pandemic
- Developed advanced Product Description Pages, later adopted as a benchmark for key product content
- Coordinated a team of front-end contractors to maintain consistency, quality, and delivery standards

Freelance & Contract Roles (2005 – 2020)

Delivered digital design and development work across agencies and clients, spanning web, eCommerce, and interactive experiences.

Key Highlights

- Worked with agencies including Inspired Thinking Group, Cogent and HK Strategies
- Delivered digital experiences for brands including Puma, Heineken, Halfords, KFC, Pizza Hut, Vauxhall, Asics, Sally, Renault, Aviva, Carling and Worthingtons
- Designed and developed websites, web applications, and eCommerce platforms (Magento, bespoke CMS)
- Built data-driven solutions including job boards, property databases, and API integrations
- Produced motion graphics and digital campaign content, including live stadium activations at Wembley and Twickenham
- Collaborated with cross-functional teams and managed delivery across multiple concurrent projects
- Coordinated a team of front-end contractors to maintain consistency, quality, and delivery standards

UX & UI Design

- User journeys
- Service design
- Wireframing
- Prototyping
- Data-driven design
- Mobile first mindset

Accessibility

- WCAG 2.2
- ARIA guidance
- Inclusive design

User Research & Testing

- UserTesting
- UserZoom
- Maze

Design Systems

- Component-based design
- UI kits
- Scalable patterns

Motion Graphics

- Sports motion graphics
- Broadcast LED content
- Multilingual adaptation
- After Effects animation
- High-volume delivery

Tools

- Figma/Figjam
- Adobe CC
- Jira
- Miro
- Midjourney
- Claude AI
- After Effects
- Frame

Front-End Collaboration

- HTML
- CSS
- PHP/MYSQL
- JavaScript
- SFCC

Analytics

- BrowserStack
- Content Sqaure
- GA4
- Hotjar

Ways of Working

- Agile
- Sprint-based delivery,
- Cross-functional collaboration