Dan Everton

Senior UX/UI & Motion Graphics Designer

UX/UI Designer with 15+ years' experience delivering user-centred digital experiences across eCommerce and service journeys. A former front-end developer with a particular strength in accessibility (WCAG 2.2 AA), plus extensive motion graphics experience for live events and broadcast.

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UX & Front-End Consultant – Various Clients

July 2026 – Present

Providing UX design and front-end development for a range of clients, from user research and prototyping through to accessible, production-ready builds.

Motion Graphics Designer – FIFA World Cup

May 2026 – July 2026

Produced multilingual LED board motion graphics in three languages across 12 host stadiums, delivering broadcast-quality visuals for one of the world's largest sporting events.

UX/UI Designer – Halfords

Nov 2020 – May 2026

- Led UX/UI design across key eCommerce journeys, including batteries, bulbs, blades, oil and paint
- Designed customer journeys with cross-functional teams, including car parts hubs and Cycle2Work
- Redesigned the locations experience to improve clarity of services, availability and mobile usability
- Delivered Product Listing Page improvements, including "fitted-first" pricing and fulfilment options
- Turned an external accessibility audit into WCAG 2.2 AA guidance and built it into design-system components
- Helped roll out a scalable UI Kit, bringing consistency across digital products
- Evolved reusable design-system components to support wider adoption across teams
- Provided accessibility guidance to developers, including ARIA best practice and keyboard and focus behaviour
- Ran usability testing (UserTesting, UserZoom, Maze) to validate designs and find friction points
- Used analytics (GA4, Contentsquare, Hotjar) to find problems and measure the impact of releases
- Presented on accessibility at an industry event, with a live screen-reader demonstration
- Worked with Product Owners, BAs and developers in agile sprints from discovery to release

Front-End Developer – Halfords

Aug 2019 – Nov 2020

- Supported the transition to the Salesforce Commerce Cloud platform
- Owned brand page design and delivery, creating scalable templates and content hubs
- Designed the Covid-19 information hub, which allowed rapid updates during the pandemic
- Developed Product Description Pages that became the benchmark for product content
- Coordinated a team of front-end contractors to maintain quality and delivery standards

Freelance & Contract Roles

2005 – 2020

- Worked with agencies including Inspired Thinking Group, Cogent and HK Strategies
- Delivered digital work for Puma, Heineken, KFC, Pizza Hut, Vauxhall, Asics, Renault, Aviva and Carling
- Designed and built websites, web apps and eCommerce platforms (Magento, Shopify, bespoke CMS)
- Built data-driven solutions, including job boards, property databases, booking systems and API integrations
- Produced live LED perimeter-board content and campaign motion graphics, including Wembley and Twickenham finals
- Built a website for visually impaired users that met W3C and DDA accessibility guidelines
- Delivered responsive design, e-marketing, SEO, animation and video editing for clients
- Led pools of designers and developers across concurrent projects, and ran training sessions
- Worked directly with clients, both my own and as a specialist within larger agencies

UX & UI Design

User journeys, service design, wireframing, prototyping, data-driven design, mobile-first, responsive design

Accessibility

WCAG 2.2, ARIA guidance, semantic HTML, keyboard and focus, screen-reader testing, inclusive design

Research & Testing

Interviews, usability testing, surveys, UserTesting, UserZoom, Maze

Design Systems

Component-based design, UI kits, scalable patterns

Motion Graphics

Sports motion graphics, broadcast LED content, multilingual adaptation, After Effects

Tools

Figma, FigJam, Adobe CC, After Effects, Premiere Pro, Jira, Miro, Midjourney, Claude

Front-End

HTML, CSS, JavaScript, PHP/MySQL, SFCC

Analytics

GA4, Contentsquare, Hotjar, BrowserStack

Ways of Working

Agile, sprint-based delivery, cross-functional collaboration

Platforms

Salesforce Commerce Cloud, Magento, Shopify, bespoke CMS

Leadership

Mentoring designers, coordinating contractor teams, training and tutoring

Education

BA Journalism, Surrey Institute of Art & Design (specialising in magazine design)

Interests

Mountain biking, snowboarding, hiking and running. Former high-level BMX rider; climbed Kilimanjaro and trekked to Machu Picchu.