

Dan Sharp — Senior UI & UX Designer

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About me

I am a senior UI and UX designer with a focus on UI, bringing nearly 20 years' experience across in-house and agency roles. Most notably, I spent over 15 years at Boots UK, playing a leading role in two full-site re-platforms and shaping key campaign and homepage experiences while working with a range of stakeholders, brands and external agencies.

More recently, I have worked agency-side at Hallam, working across a broad range of clients within e-commerce, SaaS and the charity sector.

Experience

May 2022 - December 2025

Senior Experience Designer (UX/UI) Hallam, Nottingham

Led UI and UX design across a range of clients, including Hitachi Solutions, Manfrotto, Infodesk, Eden Project Communities, Covert Swarm, Holcim, Mobility in Motion and Casdon Toys. Covering full site redesigns, design systems, UX audits, insights and optimisation and brand translation for digital.

May 2015 - May 2022

Senior UI / UX Designer - Digital Product Team Boots the Chemist

Played a key role within the product team working on a range of projects including UI design for two full site re-platforms, building a flexible component system and collaborating on the digital design language used across the site.

- Working closely with the Boots brand team to advocate for digital best practices when developing creative.
- Liaising with key business stakeholders across departments to ensure design solutions meet business needs.
- Working with testing and optimisation teams to ensure designs are backed up by user testing data.
- Production of detailed design specs to hand over to development teams

Aug 2008 - May 2015

UI Designer Boots the Chemist

Designed UI and UX experiences across Boots.com.

- Managing the design of the homepage and key departmental pages
- Key user journeys and adaptation of brand creative for campaigns including Christmas, Black Friday and Sale.
- Brand work for names such as Chanel, Dior, and Fenty Beauty.

Jul 2006 - Aug 2008

Photography and Image Assistant Boots the Chemist

Supporting photography and image production for Boots.com.

Education

June 2005

Higher National Diploma, Graphic Design University of Lincoln

Skillset

- UI
- UX
- Figma
- Sketch
- Adobe XD
- Adobe Photoshop
- Wireframes
- UX research
- Adapting brand identity for digital
- E-commerce
- SaaS
- Responsive design
- UI kits
- Design systems