10+ YEARS · PRODUCT · UX · ACCESSIBILITY

Damien Coaten

Senior UI/UX Designer

Making complex digital services clear, useful and inclusive.



Contact

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Expertise

- Product and service design
- User research and interviews
- Journey mapping and personas
- Wireframing and prototyping
- Responsive web and mobile UX
- Accessible interface design
- Design systems and UI patterns
- Stakeholder collaboration
- Developer handoff and front-end

Tools

Figma, Adobe XD, Photoshop

Jira

HTML, CSS/SCSS, JavaScript

Education

BSc (Hons) 2:1
Digital Media Technology
Nottingham Trent University
2011–2014

Profile

Senior UI/UX designer with 10+ years' experience creating accessible digital products across education, legal technology and travel. I connect user needs, business goals and technical delivery, taking work from discovery and research through prototyping, interface design and handoff. Accessibility is part of my design process—not an afterthought.

Experience

Weduc / Reach More Parents

Feb 2022–Present

UI/UX Designer · Education technology

- Lead product design across parent-facing mobile apps and school / trust services, from research and concept through prototypes, detailed UI and developer handoff.
- Partner with product, engineering, QA, support and marketing; turn user needs and operational complexity into clear, buildable journeys.
- Build accessibility into design decisions, including contrast and keyboard checks; contributed to WCAG-informed colour guidance and inclusive app updates.

Bar Squared Limited

Oct 2020–Feb 2022

UI/UX Designer · Legal technology

- Researched clerks' and barristers' case-cover workflows through interviews, surveys and forums; shaped user types, journeys and prototypes for LEX Network.
- Worked with back-end developers and built responsive front-end interfaces using HTML, CSS and JavaScript.

Halsbury Travel

Jul 2015–Sep 2020

Web Developer → UI Developer → Lead Web Developer

- Progressed from building the website portfolio into UI/UX and front-end design for internal products, including Hive CRM; used staff research and feedback to improve critical workflows.
- Led and mentored a small development team, coordinated with department leads, and used analytics and session feedback to guide website improvements.

Selected outcomes

Custom App Designer: reduced the post-logo design step to under 30 minutes; first school approval came three days after request, with a later reported two-day average turnaround. **Hive CRM:** average response to quote requests fell below 12 hours against a 24-hour target. **Reach More Parents App:** reported improvement in parent feedback and usability-related support issues; a 2025 update added screen-reader support, high-contrast modes and adjustable text size.