

Dan Basacik

UX Designer

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Education and Qualifications

Professional Diploma in UX Design
UX Design Institute, 2021-2022

Association of Project
Management Professionals Level D
International Project Management
Association, 2008

MSc with Distinction, Ergonomics
Loughborough University, 2005-2006

BSc (Hons) 1st Class,
Business Information Systems
University of East Anglia, 2001-2004

Technical skills

- Competitive benchmarking
- Heuristic evaluation
- Experimental design
- Observational studies including usability testing, eye tracking
- Interview methods
- Questionnaire design
- Qualitative analysis including affinity diagrams, customer journey maps
- Statistical analysis including hypothesis testing
- Hierarchical task analysis
- Interaction design
- Prototype development (Figma)
- Wireframe development and annotation for handover

Professional Skills

- Project management
- Organisational skills
- Verbal communication
- Written communication
- Presentation design and delivery
- Workshop facilitation
- Training design and delivery
- Stakeholder management
- Line management

About me

I am a **qualified UX Designer** with a passion for understanding human needs, capabilities and limitations in order to drive good design.

I am a **Chartered Member** of the Chartered Institute of Ergonomics and Human Factors. During my 15-year career as a human factors specialist, I made a significant contribution to **over fifty human-centred design projects**, and gained **experience in driving change in real-world systems** that are influenced by financial and regulatory constraints, politics and powerful stakeholders.

In an increasingly online world, I would like to bring my expertise to the field of information technology and believe that my education, coupled with my professional experience to date, stands me in good stead for a **successful transition** into the field.

Experience

Senior / Lead / Principal Human Factors Specialist

Rail Safety and Standards Board, London, 2012-2021

Promoted from Specialist to Senior, Lead and Principal Specialist roles.

Developed one of twelve key priority areas in the industry health and safety strategy and supported its delivery by:

- Specifying and developing a business case for a portfolio of projects worth >£0.5m and operational activities for 3 staff members
- Technical review of projects undertaken by contractors or in-house teams
- Collection, analysis and interpretation of research data to provide scientific advice, develop tools, guidance and training to solve rail industry problems
- Designing, and working with webmaster to maintain, the Fatigue and Alertness web pages on the company website as a one-stop-shop for guidance and tools for rail companies
- Building collaborative relationships with managers and directors in (external) rail companies and running quarterly working group meetings to maintain a focus on the strategy and drive the adoption of best practice
- Organising annual industry events for >100 people to publicise industry progress against the strategy and promote our products
- Tracking project progress and reporting against business objectives.

Human Factors Researcher

Transport Research Laboratory, Crowthorne, 2006-2012

I was rapidly promoted to senior researcher level, with duties including:

- Leading the development of bids for research projects worth > 250k per year. Designing the methodology and working with team manager to develop a costing. Authoring the proposal.
- Leading internal teams to deliver research projects. Collecting and analysing data, writing reports, presenting findings to external clients.
- Project management, with commercial responsibility for a portfolio worth > £1m ranging from small-scale desk-based studies to a four-year pan-European study of vehicle driving.