

Shardai Dawkins

Product Designer (UI / UX)

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Work Experience

tms – Junior UI Designer

Jan 2024 – Present | London, UK

- Currently working at tms, designing across a range of client and internal projects. A large focus is supporting the McDonald's and Happy Meal teams, delivering nationally rolled-out campaigns such as McDonald's x Monopoly, Gift Drop, McDonald's Cards, Digital play games, and more. Other Clients included in our design portfolio are o2, Adidas & Pepsi.
- Served as the lead UI designer for the Happy Meal digital play games, designing for a range of interfaces and contributing to both the UX and UI functionality of the gaming experience. Owned design and testing responsibilities.
- Contributed to the UI design for the 2024 and 2025 McDonald's Monopoly campaign, helping shape a creative and engaging promotional experience for users. The campaign achieved over 3.2 million unique players, 20.8 million valid codes entered, and 13 million prizes claimed.
- Also contributed to several smaller McDonald's promotional campaigns, including Christmas Gift Drop, Surprise Fries, Winning Sips, and The Stormzy Meal. My role included developing design concepts for WebView, microsite, and ROI adaptations.
- Led the streamlining of the testing process, acting as a key bridge between design and development teams. Managed cross-device and dark mode email optimisation, ensuring designs were implemented to a high standard. This involved extensive work in Jira, staging environments, and testing applications to maintain quality and consistency across builds.

Nexo – UX Design Intern

Jan 2022 – Aug 2022 | London, UK

- Worked as an Intern for the Elstat Group working on the Nexo Coolers dashboard, rolling out design changes for the mobile application & desktop website
- Supported the re-design of the Nexo Coolers dashboard
- Participated in a UX audit to identify common user pain points and contributed to refining the information architecture of both the application and website.

Education

University of the Arts, London – BSc Creative Computing

Graduation: 2022 | Grade: 2.1 | Programming Skills (HTML/CSS, JavaScript, Swift, C++), Design and Visual Coding, Human-Computer Interaction, Web & App Development, UI/UX Design, Data Visualisation and Sensing, Sound and Image Processing, Experience and Physical Computing, Art & Machine Learning

Norbury Business & Enterprise College – A Level's

Graduation: 2017 | Grade: A A B B

Additional

Skills

Design: Interface design, User Experience, Contextual research, Iterative prototyping, Design for accessibility, Wireframing, Information architecture, Motion graphics

Software / Tools: Figma, Sketch, Adobe Suite, Jitter, HTML/ CSS, JavaScript, React, Arduino, Abstract, Webflow

Certifications

The Interaction Design Foundation

Human-Computer Interaction: The Foundations of UX Design IxDF

Google

Foundations of User Experience (UX) Design