



## PROFILE

My name is Daniel Ruston, I am a UX Lead. Leading multidisciplinary teams to help shape and define long-term product vision and strategy for useful, engaging, and assistive experiences for the next gen of Google products.

Experienced leading design/product teams, management, mentoring and coaching. Past includes: Google + Alphabet Brand, AKQA, British Airways, Diageo, MINI, Nissan, Smirnoff, The United Nations, Volvo.

## EXPERIENCE

**UX Lead**  
**Google Search** — Mountain View  
**Google Maps** — SF + Sydney  
01/2017 — Present

**Senior Creative + UX**  
**Google Brand Studio** — SF  
06/2015—01/2017

**Art Director**  
**AKQA** — London  
04/2012 — 08/2014

**Senior Digital Designer**  
**MullenLowe Profero** — London  
11/2011 — 04/2012

**Senior Digital Designer**  
**Freelance**  
09/2010 — 11/2011

**Interactive Designer**  
**Euro RSCG 4D** — Amsterdam  
(now Havas Worldwide Digital)  
06/2008 — 08/2010

**Interactive Designer**  
**Freelance**  
11/2007 — 05/2008

**Interactive Developer + Designer**  
**Bloc Media** — London  
09/2006 — 10/2007

**Interactive Designer**  
**TMW** — London  
09/2005 — 09/2006

## EDUCATION

**BA (Hons)**  
**Interactive Multimedia**  
**Staffordshire University** — UK  
1st Class Honours achieved  
2001 — 2005

**A-Levels**  
**Graphic Design, Media**  
**Studies, Computing,**  
**Photography**  
**The Beauchamp College** — UK  
1998 — 2000



## DETAILS

### **British Citizen US Permanent Resident**

Having an interest in all aspects & facets of design - underlying technology, innovative and intelligent user experience, creative and compelling storytelling, and a beautiful aesthetic. Design for me is not just how something looks, it is also how it works, and ultimately how it feels.

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## AWARDS + ACCOLADES

### **2019**

**Google Design + Medium:**  
The Evolution of Map Design

### **2018**

**California Designing Freedom:** Google Maps Installation part of International exhibit on Silicon Valley design. Exhibited in Design Museums across the world as part of tour: London / Amsterdam / Finland / LA

**Google Design + Medium:**  
Design for a Vision

### **2017**

**California Designing Freedom:** Google Maps spread featured in Phaidon Design book

**Google Design + Medium:** Design for Emotion

### **2016**

**Interview:** The FWA Jury Spotlight

### **2015**

**Interview:** Art Director's Club  
**Judge:** The FWA

### **2012**

**The FWA:** Mobile of the Day

### **2011**

**The One Show:** Silver  
**Golden Award of Montreux:** Gold  
**Cresta Awards:** Winner  
**Webby Awards:** Official Honoree  
**SXSWi:** Nominee

### **2010**

**The Mobius Awards:** Gold  
**.net Magazine:** Site of The Month  
**The FWA:** Site of The Day

### **2009**

**Epica Awards:** Silver + Bronze  
**New York Festivals:** Bronze  
**Cannes Cyber Lions:** Finalist  
**Webby Awards:** Nominee + Official Honoree  
**Autovision:** Gold

### **2008**

**Wellcome Collection Museum London:** Interactive Art piece exhibited

### **2007**

**E3 Awards:** Silver

### **2006**

**FAB Awards:** Silver