

Dan Kupfer

Head of Product Design | London → São Paulo 2026

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Profile

Design leader with 20 years at the intersection of design, technology, and business. I create the conditions for great products to emerge — building teams, systems, and prototypes that let the right solutions surface. Experience spanning fintech, enterprise scale, and startup growth.

Key Achievements

- **2 redesigns reaching 30 million customers** — Led design prototyping at Lloyds Banking Group. Mobile app rated 4.8 on App Store.
- **From £100k to £1m in 14 months** — Partner & Tech Director at Signal-Noise. Later acquired by The Economist Group.
- **Design for Fortune 500 clients** — Google, Samsung, John Lewis, HSBC, Tesco, and more through Kupfer Ltd.
- **Founded DesignOps at LBG** — Established tooling and processes supporting 600+ designers and 4,000+ colleagues.

Experience

Head of Design Prototyping • Lloyds Banking Group • 2015–Present

Led design prototyping function. Contributed to two major app redesigns. Founded and scaled DesignOps. Mentored designers and creative technologists across teams.

Partner & Tech Director • Signal-Noise • 2011–2012

Joined at 3 people, left at 20. Introduced commercial rigour — scoping, pricing, contracts. Grew turnover 10x. Later acquired by The Economist Group.

Director • Kupfer Ltd • 2008–2018

Independent studio delivering digital products and creative technology. Clients: Google, Samsung, John Lewis, HSBC, Tesco, Levi's, Nissan, MTV.

Creative Technologist • Razorfish • 2013–2015

Embedded at Lloyds Banking Group, prototyping digital banking experiences. Built testing framework for customer validation using live data.

Interaction Designer • De-construct • 2006–2008

Physical installations and experiential design. Led Toyota Champs-Élysées showroom project end-to-end.

Current Project

TeraPay • Founder • tera-pay.com

Invoicing tool for independent therapists. Built solo — product strategy, UX, UI, front-end, back-end, AI agent integration. Users manage everything via WhatsApp.

Skills

Product Design • Prototyping • Design Systems • DesignOps • Service Design • JavaScript • React • Node.js

Education

MA Interaction Design — Royal College of Art, London

BA History — Universidade de São Paulo (USP)