

# JAMES JONES

Senior Product Designer and UI Specialist

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## SUMMARY

I am a Senior Product Designer & UI Specialist based in West Sussex. My expertise lies in scrutinising details, empathising with users, and visualising experiences, making me a valuable asset from start to finish. With 17 years of experience, I specialise in minimalist, user-centric design, adept at delivering streamlined solutions. I thrive in both collaborative teams and independent settings, bringing a wealth of experience in UX/UI design across various major brands. Agile environments are where I shine, leading design initiatives, engaging with stakeholders, and conducting user testing.

My foundation in idea-driven Graphic Design, coupled with robust communication skills and a detail-oriented approach, has consistently resulted in extended contracts and fruitful collaborations. I adeptly navigate between innovation and following established guidelines, collaborating effortlessly with UX/UI designers and developers to create designs that leave a lasting impact.

## EXPERIENCE

### Lead Product Designer

#### First Databank (Contract)

03/2022 - 12/2023 Remote

Industry: Healthcare (The UK's leading provider of prescribing support)

- Led end-to-end projects for multiple digital healthcare products, achieving a remarkable increase in Annual Contract Value of over 1000%.
- Utilised skills in user testing, user-centred UX/UI design, prototyping, and accessibility to help boost user adoption to over 2000%.
- Implemented a new design system and style guide, resulting in a significant increase in design consistency.

### Senior/Lead Product Designer

#### BT Business (Contract)

11/2018 - 03/2022 London

Industry: Telecommunications

- Spearheaded mobile-first and user-centred design initiatives and overseeing the end-to-end design process across a complex purchase journey, resulting in a 12.5% increase in conversion rates.
- Conducted rigorous user testing sessions tailored to validate hypotheses, analyse feedback, and refine designs iteratively, resulting in a 19% reduction of basket abandonment rates.
- Developed low and high fidelity wireframes, prototypes, and visual designs for responsive page layouts, leading to improved user engagement and interaction.
- Used iterative learning and continuous improvement to enhance design solutions over time, leading to better user experiences and a 22.1% reduction in inquiries to call centres.
- Revamped and launched enhanced broadband & phone line bundle product tiles, yielding a 14% uptake boost.

## STRENGTHS



### Creativity

Drawing from an ideas-led background to inspire innovative solutions.



### Detail Orientated

I pursue perfection and am able to identify inconsistencies.



### Adaptability

Quickly iterating and adapting to evolving project requirements and feedback.

## RECOMMENDATIONS

### Matthew Cleveland

Product Design Manager at BT. June 27, 2023

## HARD SKILLS

User-centred UX/UI Design Figma

Sketch Adobe Creative Suite

User Testing Rapid Prototyping

Responsive Design Conceptualisation

Wireframing User Flows

HTML / CSS / JavaScript knowledge

Accessibility

## SOFT SKILLS

Problem-solving Empathy

Timekeeping Collaboration

Communication Critical Thinking

Open-mindedness Attention to Detail

Continuous Learning Adaptability

## EXPERIENCE

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### Senior UI Designer

#### Jaguar Land Rover (Contract)

📅 08/2016 - 09/2018 📍 London

Industry: Automotive

- Collaborated with a 3rd party development company to develop a car configuration tool and separate e-commerce platform for Land Rover, ensuring seamless integration with existing systems and workflows.
  - Crafted user-friendly design elements and intuitive navigation features, resulting in a 6.7% conversion rate within the first 3 months post-launch.
  - Created wireframes, prototypes, and comprehensive UI designs complete with annotations for intricate features. This resulting in improved product usability and shortened development timelines.
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### Senior UI Designer

#### Dixons Carphone (Contract)

📅 01/2016 - 06/2016 📍 London

Client: Carphone Warehouse

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### Senior UI Designer

#### VML (Contract)

📅 01/2016 - 06/2016 📍 London

Client: Bentley Motors

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### Senior Digital Designer (Design Lead)

#### Tangent Snowball (Full time)

📅 06/2012 - 10/2015 📍 London

Clients: Sky, Walkers, Meridian, Nails inc.

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### Digital Designer

#### Publicis Mojo (Contract)

📅 04/2011 - 10/2011 📍 Sydney

Clients: PayPal, Virgin Mobile

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### Digital Designer

#### Bray Leino (Full time)

📅 09/2008 - 03/2011 📍 Devon

Clients: Unilever, RNLI, Norton Antivirus, Maersk Oil

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### Graphic Designer

#### Aukett Brockliss Guy (Full time)

📅 09/2007 - 08/2008 📍 Cornwall

Clients: English Heritage, National Trust, Cornwall & Devon Media

## EDUCATION

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### BA Honours Degree in Graphic Design

#### Somerset College of Arts & Technology

📅 09/2004 - 07/2007 📍 SOMERSET