



# JAMES SMITH

User Experience Designer (SC Cleared)

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London

Portfolio.  
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## ABOUT ME

I'm an adaptable designer that helps companies and startups to understand, design and deliver value in the products and services used by their customers.

My work is a process of research, prioritising user needs, tasks and business requirements, prototyping and validation. I have 5 years professional experience in solving real user-problems by applying user-centred and design-thinking methods.



## KEY EXPERIENCE

### BAE Systems

**June 2016 - Present:** User Experience Consultant

I apply user-centred design methods to translate user needs, business objectives and technology capabilities into world-class user experiences.

**Key achievements:**

**Vodafone: Designing new methods of customer communication across app and web, including TOBi - UK telecoms first chatbot.**

I lead the user experience design of conversational interfaces for online sales and service; aimed at facilitating customer task completion and decreasing reliance on global contact centres.

This includes a new A-Synchronous messaging tool allowing customers to dictate the pace of conversations with Vodafone, and the creation of TOBi; who simulates human conversation using IBM Watson AI.

### National Law Enforcement Data Services (SC)

I worked with GDS and the Home Office in order to create a new digital system for national law enforcement, that would provide both analysts and front-line officers increased data reliability, improved searching capability with current and joined up information in order to prevent crime and better safeguard the public.

### Lloyds Register: Class Direct

I helped LR to redesign a complex B2B workflow application into a responsive, streamlined tool used to manage surveys and audits carried out on ships to certify them for sailing.

### Marks and Spencer

**Feb 2015 - May 2016:** User Experience Designer

I was responsible for the user experience design of Marks and Spencer's digital expansion into new international markets, whilst iteratively improving existing market solutions using data-driven design.

**Key achievements:**

- Creation of a code-based atomic pattern library used to fuel rapid prototyping
- UX re-design of PLP, PDP and Checkout; rewarded with conversion increase

### TMW Unlimited

**Sep 2013 - Feb 2015:** Designer

I worked with copywriters, experience strategists, art directors and developers to creatively deliver responses to client briefs.

**Key responsibilities:**

- Delivering interaction design on key accounts; Nissan GB and Sainsbury's
- Designing across all communication channels; print, app, web and social.

### Rabbit & Hare

**Aug 2012 - Sep 2013:** Product Designer / Front-End Web Developer

Existing as a recently born start-up when I joined the team, I combined my hybrid of design and development skills to provide the end-to-end delivery of numerous digital experiences; most notably the "This is Abuse" campaign, which was rewarded with an NMA shortlist.



## MY EDUCATION

Oct 2014 - Dec 2014

### General Assembly

London, GB

User Experience Design

2010 - 2011

### University of Sussex

Brighton, GB

MA Digital Media with Human-Computer Interaction

2006 - 2009

### University of Brighton

Brighton, GB

BA Digital Media Development and Communication



## KEY SKILLS

**User research:** I plan, execute and evaluate user research to inform my design decisions. I create the necessary artifacts to communicate what the user experience ought to be, whether that's community maps, user models or journey frameworks.

**Solution design:** I take a human-centred design approach that balances business goals, constraints and pragmatically deliver the best user experience possible.

**User testing:** I create multi-fidelity prototypes for user and stakeholder feedback. I have experience planning and executing usability testing roadmaps.

**Accessibility:** I design to WCAG 2.0 level AA standards and have experience working to Government Digital Service principles.

**Software:** Sketch, Principle, Invision, Axure, Proto.io, Balsamiq, Adobe Creative Suite, Visio

**Code:** HTML, CSS, JS, JQuery, ActionScript

**Project planning:** JIRA, Trello, Slack



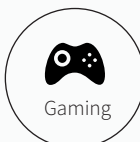
## I BELIEVE

Good interaction design is evidenced in the ability of an interface to intuitively predict, enable and constrain outcome.

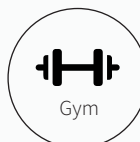
## HOBBIES & INTERESTS



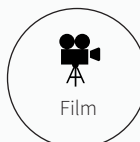
Football



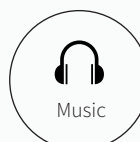
Gaming



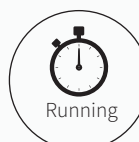
Gym



Film



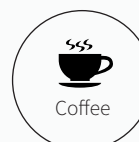
Music



Running



Cooking



Coffee