

Matt James

UX DESIGNER

Profile

I offer extensive expertise having served companies in the energy, finance, and gaming industries. My experience includes designing software initiatives for industry leaders and guiding projects from initial ideation through to successful launch. With a proven track record of adding value across multiple sectors, I bring a broad perspective and deep understanding of what it takes to deliver results.

Most recently, I spent 9 months contracted to a global law firm, spearheading the rebuild of their case management system using Google Material Design and MS Blazor.

Previously, as lead UX/UI developer for Brady Technologies, I guided the design process for PowerDesk, their flagship energy trading platform for wind and hydropower plants.

My user-centred approach was instrumental in creating an intuitive, data-driven interface that set a new standard for the industry.

As a specialist in user experience design and front-end development, I excel at streamlining complex data into elegant digital solutions. My expertise encompasses UX planning, wireframing, prototyping, and visual design using Figma, FigJam, Miro, and Adobe Creative Suite. I have hands-on experience coding with HTML5, CSS/LESS/SASS, Twitter Bootstrap, Google Material Design, and JavaScript/jQuery.

Employment History

UX Expert (contract), KENNEDYS LAW, City of London

MAY 2023 – PRESENT

- Lead user research by implementing interviews, questionnaires and user shadowing.
- Audit a legacy system to identify issues and patterns the users find frustrating and present them back in a research document for validation.
- Using in-app analytics to provide quantitative data to inform design decisions and prioritisation.
- Implement user journey mapping & process maps for discovery.
- Define segmentation and personas for the different areas of the business.
- Evaluate information architecture (IA) and test using card sorting.
- Use wireframing to demonstrate core user journeys and ideate concepts.
- Design and prototyping ideas in Figma for testing with users to gather feedback.
- Organise focus groups of users to validate problems and design solutions.
- Use Figma components to create design patterns.
- Manage Figma component library for multiple files.
- Create and update the design system to ensure consistency of functionality and aesthetics.
- Manage relationships with the brand department to ensure consistency with the Global brand.
- Overseeing development & creating DevOps tickets to implement designs.
- Manage and sign off UX testing of developed components.
- Re-design of the global Case Management System.
- Design of claims handling system - a microsite using design patterns developed in Microsoft Balzor and Google Material Design.
- Design of Group litigation - a feature of the Case Management System.

Details

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Links

[Online Portfolio](#)

[LinkedIn](#)

Skills

User Experience Design (UX)

User research & testing.

Wireframing

Mock Ups

Prototyping

User Flows

User Feedback

AB/MVT Testing.

Research

Persona (User Experience)

Visual Design

Sketching

Figma (Design Software)

Adobe Photoshop

Adobe Creative Suite

User Interface Design

Material Design (Front-End Framework)

Bootstrap (Front-End Framework)

Presentations

Lead UX/UI Designer, Brady Technologies, London

AUGUST 2019 – JANUARY 2023

- Lead UX design in a greenfield project (PowerDesk) from concept to completion.
- Design of suite of products - Powerdesk, Risk & Commodities.
- Lead demos to win new customers using prototypes.
- In charge of the design of PowerDesk from concept to delivery.
- Work with users and document personas and User Flows.
- Create wireframes and mockups for testing on users.
- UI Design in Sketch/Figma.
- Maintain a consistent user experience across products using design components and design systems.
- Engaging with clients, stakeholders and development to ensure designs are optimal and functional.
- Requirements gathering with key stakeholders and senior product owners.
- Manage design systems for the suite of products.
- Prototyping in InVision/Figma.
- Support development teams with hitting sprint goals, using UX/UI solutions.
- Contribute to sprint planning.
- Manage Jira tickets ready for development.
- Gather requirements from customers/users and document tickets to be placed in the development backlog.

Senior UX Architect, Intellect Design, London

JULY 2018 – AUGUST 2019

- Lead designer on a Cash Flow Forecasting application for a large American bank (Fifth Third Bank).
- Present product walk-throughs to the clients.
- UX planning - create a breakdown of the UX life cycle to deliver UX projects to tight deadlines.
- Conduct user research on segmentation and personas.
- Requirements gathering with key stakeholders and senior product owners.
- Ideating & conceptualising - use of wireframing, sketching and user flows to collaborate and communicate with stakeholders.
- Create prototypes for testing in inVision.
- Use of design libraries to keep consistency in UX patterns and create new design patterns when needed.
- Create design documentation for development specifications.
- Collaborate with development teams to deliver software features as part of 2-week sprints.

UX Designer, HSBC, London

MAY 2017 – OCTOBER 2017

- Lead UX Designer on HSBC Big Data Application
- Working as part of a small team to innovate a new application for release to tight deadlines.
- Research target audience & analysis of customer behaviours.
- Attend daily stand-ups, and sprint planning sessions to give feedback to the team.
- Providing accurate estimates for UX and visual design & agreed deadlines.
- Communicate with stakeholders and gather requirements to assist in conceptualising UX.
- Understanding and mapping out customer journeys for different user roles within the application.
- Lead design through a demonstration using wireframes and user flows.
- Problem-solve and provide solutions for user interface requirements.

Presales Demos (Prototypes)

Web Design

Google Analytics

SASS

HyperText Markup Language (HTML)

JavaScript (Programming Language)

Web Applications

Responsive Web Design

Front End (Software Engineering)

Cascading Style Sheets (CSS)

Stylus

LESS

JQuery

DevOps

Version Control

Github

Agile Software Development

Scrum (Software Development)

Sprint Planning

Consulting

Financial Services

Cash Flow Forecasting

Energy Trading

Big Data

Compliance

Online Gaming

Languages

English

HTML & CSS

- Create high-fidelity mockups following brand guidelines, working with HSBC branding standards.
- Create documentation in Confluence to communicate with an offshore development team.
- Track and document defects for development teams to implement.
- Present demos of the application to different business units.
- Document user feedback from testing to be integrated into UX strategies.

UX Designer, HSBC, Canary Wharf

JANUARY 2016 – APRIL 2017

- Lead UX Designer on HSBC CDD (Compliance and due diligence) Application
- Work with stakeholders to innovate and come up with design solutions to user stories.
- Use wireframes, user flows and prototypes to communicate to the business.
- Design high-fidelity prototypes & mock-ups, and workflows to illustrate UX.
- Implement style guide to applications.
- Plan the design of components of the application.
- Design and wireframe.
- Refactor applications CSS to use a pre-processor and Stylus technology to streamline as well as optimise performance and maintenance.
- Hands-on coding to style Dojo widgets within the application.
- Use version control (GitHub) to check in code & collaborate with the development team.

Senior Consultant, Capgemini, City of London

NOVEMBER 2015 – JULY 2018

- UX Consulting in the financial services sector.
- Presentations and bid work.
- Working with Applied Innovation Exchange (AIE) exploring new technologies, including chatbots, blockchain and Omni channel.
- See HSBC for the main body of contracting work.

Senior UX Designer & UI Developer, Netbiscuits.com., London / Frankfurt

JULY 2014 – SEPTEMBER 2015

- Netbiscuits Mobile Analytics Application. Areas of focus were Wireframing, Prototypes, Photoshop, HTML/LESS & JavaScript.
- UX wireframing and scoping of projects. Continued improvements to UI using user feedback.
- Responsive web design (RWD) customisations to the framework (Bootstrap).
- HTML/LESS/CSS flat designs & templates, Create frontend functionality & DOM manipulation with JavaScript and jQuery.
- Rebranded & released Analytics, Netbiscuit's flagship product.
- Conceptualised, designed & released Content Marketing Analytics. This product tracks and compares different types of content.

Mobile Design & Development, ebookers.com, London

MAY 2013 – JULY 2014

- Management of all UX/UI design, conceptualising, wireframing and development for the ebooker's pan-European Mobile applications.
- Design of Mobile HTML Email templates.
- Conceptualise monthly advertising campaigns.
- Website Creation and editing using a CMS.
- Design and development across all mobile sites & advertising,
- Promoting apps using Display Advertising, CRM and social media.
- Design of the Hotel Club iPad App and supporting marketing material.

Hobbies

When I'm not at my day job, I pursue a variety of hobbies and interests. As an avid guitarist, I perform with a soul band on the weekends to share my passion for music. Staying active is important to me, so I attend high intensity interval training classes during the week to maintain my fitness. Whenever I can find the time, I also enjoy traveling to experience new cultures and gain fresh perspectives. Though my schedule stays busy, I always make room for these rewarding activities.

Designer/Developer, Pokerstars.com

DECEMBER 2010 – MAY 2013

- Design and optimisation of landing pages & prototypes to increase conversion of PokerStars software.
- Managed UX testing cycles using focus groups, AB/MVT testing and analytics to increase conversions.
- Increase click-to download across PPC campaigns, territories managed .com, French, Italian, Denmark, Hungary, Austria, Belgium and Spanish.
- UX Testing including image, button, colours, layout, caption, testimonials, video, multimedia, country flags, icons, payments, security and widgets.

Education

BA (Hons), Design Studies, University of East Anglia

BTEC Foundation in Art and Design, Colchester Arts School

HTML5, Highlander certificate

Advanced JavaScript , Highlander certificate