

## I'm James Doy. I'm a UX Designer, bike rider and Mini driver.

As a Senior UX Designer, I create great-looking and easy-to-use mobile and desktop experiences and interfaces. I love things that work properly.

### Relevant Special Skills

Agile, Guerilla Testing, A/B Testing, Usability Lab Testing, Workshops, Personas, Wireframing, Hi-Fi Responsive Prototyping, Responsive Design, Lean UX.

Adobe CC, Axure RP, Sketch, HTML5, CSS3, Javascript, Wordpress, Pencil, Paper, Sharpies, Post-its.

### Education

**University of Lincoln 2005 - 2008**

BA (Hons) Graphic Design Degree

**Lowestoft College 2003 - 2005**

BTEC National Diploma Graphic Design

## Employment History



**Your Parking Space, York** *Head of UX March 2020 - April 2020*

In charge of user experience across web and apps. Until Covid-19 cut the role short



**Sky, Leeds** *UX Designer (contract) September 2019 - March 2020*

It worked on a new single sign in solution which will be used throughout all Sky, Now TV and NBC Universal apps and streaming services. Revamping dated systems and creating new secure but frictionless journeys for Sign up, Sign in and account recovery. I also provided support on a few projects for the Sky News website and skysports.com



**Analog Folk, London** *UX Designer (contract) October 2018 - June 2019*

Part of an agency team that works on site for HSBC on their new UI roll out. Mostly working across corporate banking. Created a giant 7 metre long site map of their entire HSBCnet platform and worked on establishing design systems.



**Critical Mass, London** *UX Designer (contract) July 2018 - October 2018*

I worked agency side for Critical Mass, an Experience agency with offices in 11 countries. Collaborating with UI Designers and Copywriters in 2 week long design sprints to produce a new market leading experience for Mitsubishi Motors new global website. I created and refined the user experience and interaction design of many front facing 'showroom' pages and interactive tools.



**Tails.com, Richmond, London** *UX Designer (contract) February 2018 - June 2018*

Tails.com creates tailor made diets for dogs using online consultation methods and superb customer service. I worked with a customer focussed team in an Agile environment across two squads on improvements to the tails.com journey in both the sign up stage and for ongoing customers. I also got to hang out with lots of dogs. Which was fantastic!

## Employment History continued



### **Office Depot, Milton Keynes** *UX Designer (contract) November 2017 - December 2017*

Worked within a multi-national UX team on new designs and refinements for Office Depot and Viking's European responsive sites. Mainly focussed on user accounts for B2B and B2C customers. Wireframed, designed and prototyped new UI elements for multivariate testing within the shop journey and produced new journey flows for the product returns process.

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### **Wickes, Watford** *UX Designer (contract) August 2016 - November 2017*

Part of the CX team re-designing the Wickes online experience.

I took a lead role in a ground up redesign of the Wickes online kitchens buying and inspiration proposition which involved extensive customer research, stakeholder workshops and testing (lab, guerilla testing and A/B). I produced wireframes, hi-fidelity prototypes (Axure) and UI designs. The experience achieved full confidence from A/B testing going through iterative design as pain points were discovered from analytics.

I also produced a number of highly successful new UI components for the Wickes e-commerce website including a new basket page design (£1.6 million per annum uplift in sales), mobile menu enhancement and review / Q&A UI re designs.

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### **Argos, Milton Keynes** *Digital Designer (contract) Sep 2014 - May 2015 and March 2016 - May 2016*

Working mostly on email designs to be sent to Argos' 8.5million email subscribers. Also involved with designing and coding promotional static web pages and HTML banners. I returned in 2016 for a new contract.

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### **Systems 24-7, St Catharines, ON, Canada** *Graphic Designer (contract) Aug 2015 - Nov 2015*

I produced health and safety content for online training courses using the company's tailor-made software. I took mundane and obvious information and made it engaging and easy to digest for users.

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### **Marcom Creative, Bath** *Graphic / Web Designer Oct 2013 - May 2014*

I lead design and development-based projects including HTML email campaigns and developing HTML5 websites.

I was also introduced to the MODX CMS and continued to work with Marcom on a freelance basis developing new sites and on a support level.

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### **Jo Downs Glass, Cornwall** *Lead Graphic Designer Sept 2008 - Sept 2013*

I was the lead of all print and web as well as social media. I taught myself to code and designed and built their website and online store, produced packaging for both the company's own galleries and their trade customers (including big accounts with World Duty Free, Eden Project, National Trust and John Lewis) as well as doing a rebrand of packaging and point of sale material.

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### **JP Publishing, Bath** *Editorial Designer (freelance) Apr 2011 - Nov 2011*



### **Proactive Publications, Lowestoft** *Graphic Designer Oct 2009 - Aug 2010*