

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



Analog Folk, London Senior UX Consultant (contract) October 2018 - Present

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, worked on establishing design systems and created an interactive Axure RP prototype for mobile authentications for usability testing.



Critical Mass, London Senior UX Consultant (contract) July 2018 - October 2018

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 Senior UX Consultant (contract) 15th 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!



Office Depot, Milton Keynes Senior UX Consultant (contract) 3rd November 2017 - 22 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.

Employment History continued



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

Worked as 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.



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.



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.



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.



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

Mainly focused on editorial design but was also involved in logo and web design for various clients.



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.



Proactive Publications, Lowestoft Graphic Designer Oct 2009 - Aug 2010

Produced article layouts and adverts for a number of major companies including Mercedes Benz, BMW, Porsche, Austrian Mint and ABB. This included liaising with the companies via email and phone.