

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

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

Buzz Words

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, Figma, HTML5, CSS3, Javascript, Wordpress, Pencil, Paper, Sharpies, Post-its.

Education

University of Lincoln 2005 - 2008

BA (Hons) Graphic Design

Lowestoft College 2003 - 2005

BTEC National Diploma Graphic Design

Employment History



AKQA / HERE Technologies, Remote Senior UX Designer (contract) January 2022 - June 2022

HERE Technologies provide Spatial Intelligence services to a variety of major automotive and tech brands. They are a main competitor to Google Maps Platform and Mapbox. I worked on phase one of their website refresh and provided a preliminary rework of the entire information architecture of their online product offering in preparation for phase two to make their portfolio of products easier to understand for their 3 identified types of user.



Nimble Approach / MyTutor, Remote UX Designer (contract) November 2021 - January 2022

Helped MyTutor to roll out a pilot for a group tutoring product that will run alongside their successful one-to-one platform. Conducting user research calls with customers, creating UX Architecture and UI for the new journeys and creating testing plans and prototypes for further usability testing.



Post Office, Remote Product/Service Designer (contract) April 2021 - November 2021

Designed a new online and offline experience for Post Office's Drop & Go proposition which allows users to set up postage of multiple items within their account and drop off at a fast track counter in a Post Office branch. Also re designed their online Royal Mail postage calculator.



EPAM / BT, Remote Lead UX Designer (contract) July 2020 - Present

Worked in an Agile squad working on the 'Buy' journey of BT's new business broadband digital transformation. The 'Buy' squad handled the complex, customer facing forms and payment solutions in BT's effort to bring sign ups online to reduce call centre costs.



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

Employment History continued



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

I 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 (HSBC), 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 (Mitsubishi Motors), 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 Product Designer (contract) February 2018 - June 2018

Tails.com creates tailor made diets for dogs using online consultation methods and superb customer service. I worked as a UX and visual designer with a customer focussed team in an Agile environment across 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 UX/UI 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.



Wickes, Watford UX/UI 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.

Employment History continued



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.



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.



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



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

Personal Projects



www.thatwasrad.com

That Was Rad is an independent seller of vintage toys and games from the 70s, 80s, 90s and beyond. It grew out of a hobby of collecting awesome stuff from when we were kids fuelled by nostalgia, cartoons, video games and refusal to grow up. I also dabble in a bit of Youtube!