

VICTORIA JAMES

MARKETING DIRECTOR

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UX Designer with a focus on delivering impactful results, eager to tackle dynamic challenges and apply creativity to craft intuitive user experiences. I have demonstrated proficiency in project management, user-centric problem-solving, and seamless collaboration across teams.

AREA OF EXPERTISE

Prototyping Tools	Interaction Design	Accessibility
User Research	Visual Design	Responsive Design

KEY ACHIEVEMENTS

- Market Expansion.** Identified untapped markets and launched a system to harness the online market, resulting in a revenue increase of \$1.2 Million for Morcelle in 6 months.
- Revenue Growth.** Successful Implementation of a new pricing strategy at Morcelle, increasing deal size by 15% and market cap by \$500,000.

PROFESSIONAL EXPERIENCE

<b>Instant Chartz App, Morcelle Program</b>	<b>Jan 2023 - Present</b>
<ul style="list-style-type: none"><li>Led development of an advanced automation system, achieving a 15% increase in operational efficiency.</li><li>Streamlined manufacturing processes, reducing production costs by 10%.</li><li>Implemented preventive maintenance strategies, resulting in a 20% decrease in equipment downtime.</li></ul>	
<b>System UX Engineer, Morrow Industries</b>	<b>Feb 2021 - Dec 2022</b>
<ul style="list-style-type: none"><li>Designed and optimized a robotic control system, realizing a 12% performance improvement.</li><li>Conducted testing and validation, ensuring compliance with industry standards.</li><li>Provided technical expertise, contributing to a 15% reduction in system failures.</li></ul>	

EDUCATION

<b>UX Industrial Basics and General Application</b>	<b>Aug 2016 - Oct 2019</b>
University of Engineering UX Cohort <ul style="list-style-type: none"><li>Major in Automotive Technology.</li><li>Thesis on "Technological Advancements within the current Mechatronics Industry".</li></ul>	
<b>Bachelor of Design in Process Engineering</b>	<b>May 2014 - May 2016</b>
Engineering University <ul style="list-style-type: none"><li>Relevant coursework in Structural Design and Project Management.</li></ul>	

ADDITIONAL INFORMATION

- Languages:** English, French, Mandarin.
- Certifications:** Professional Design Engineer (PDE) License, Project Management Tech (PMT).
- Awards/Activities:** Most Innovative Employer of the Year (2021), Overall Best Employee Division Two (2024), Onboarding Project Lead (2023)