

# Hello, I'm James.

My most recent working history is at Apple, where I spent 11 years working my way from a part-time role in sales, to manager.

I had planned to celebrate my 10 years with a sabbatical adventuring through Thailand, Japan and Europe - but it ended up being a year spent just in the far north of Thailand, thanks to the ol' pandemic.

I made the absolute most of it, soul-searching and falling deeper in love with the warm Thai air and the mountains - and have come home owning half an acre of land I can't wait to go back and build a house on.

My existing career couldn't continue in a town with a population of 3,000 - so I thought long and hard about what I wanted to do next. I am a hopeless nerd, an absolute digital native and have an absolute passion for all things usability, accessibility and interface.

This led me to me studying UX/UI Design, and I haven't looked back. It has been so rewarding to draw on my years of experience at Apple to approach a whole new world of challenges and problems with that same creativity, minimalism focus.

## Thank you!

# Experience

## Apple Manager

September 2015 - May 2021

### Shopping (Customer & Team Experience, Performance & Results)

Created a framework of coaching, development and stretch assignments to successfully grow a critically underhired Expert team from four employees to twelve.

### Genius Bar (Customer & Team Experience, Performance & Results)

While considering the needs of the business, I delivered timely, consistent, and fair schedules. Scheduling to guidance and balancing customer-facing activities helped our team focus on experience - achieving a global Ovation award for most improved as rated by our customers.

### People (Talent Selection, Performance Culture, Learning & Development, Engagement)

Achieved the best hiring position for the store to date in 2018 (6.5 years in operation) and maintained a hired position for the majority of 2019.

## Leadership Experience

November 2014 - September 2015

This was a time of high growth and discovery, as I led our teams at the Genius Bar, then the entire store team while also beginning to deliver scheduling responsibilities.

## Lead Genius

March 2013 - November 2014

Lead for national Pilot programs

Key developer for our current Lead and Senior level employees

## Genius

April 2011 - March 2013

New Store Opening Mentor at Apple Rundle Place

Onboarding Guest Facilitator

## Technical Specialist

June 2010 - March 2011

## Specialist

March 2010 - May 2010

## Freelance Photographer

2009 - 2010

Worked as a generalist photographer, primarily shooting events, wedding, corporate headshots and assisting on big-ticket fashion and commercial shoots.

# Skills

User Research  
Problem Definition  
Solution Ideation  
Prototyping  
User Testing  
Implementation

# Education

2021 - UX/UI (Intensive) - Adelaide University  
2016 - Chinese First Year (Intensive), Adelaide University  
2008 - Diploma in Commercial Photography, Adelaide  
2003 - Bachelor of Arts, Philosophy, Adelaide University (partial)  
2001 - High School Certificate (SACE), Hamilton College

# Passions

Language (basic Mandarin and Thai)  
Culture  
Design  
Usability  
Muay Thai  
Veganism  
Kpop  
Japan-Made Goods