

James Medd

I'm an artist, designer, technologist, musician, and more, based in Manchester, UK, currently working as a design specialist at HE Inventions. The best place to read about my work is at jamesmedd.co.uk

My skills

My career has been a squiggly one, ranging from museum installation work through to design consultancy. In that time I've gained a diverse set of creative skills:



User experience design

Designing from low-fidelity sketches to coded prototypes.



User experience research

Conducting participant recruitment, interviews, and workshops.



Visual design (2D and 3D)

Deep experience with tools like Figma, Framer, Illustrator, and Fusion 360.



Accessibility-driven web development

Specialising in HTML, CSS, JavaScript (ES6 + React), and Python.



Education and public speaking

Delivering lightning talks and lectures.



Rapid prototyping for physical products

Expertise in 3D printing, laser cutting/CNC, PCB design, and programming.

Experience timeline

2010

University of Hull

My multi-disciplinary BA allowed me to craft digital experiences, so I created an interactive installation for York Museums Trust in my final year.

University of Salford

For my MA in art & design, creative technology was my focus. I became more in-tune with media theory, experimented with software, ran workshops, and joined the North West's creative community.

Manchester Digital Laboratory (MadLab)

At this scrappy, grassroots CIC, I did everything from formulating Arduino and web development workshops to helping with funding bids, and even cleaning the loos.

SimpleUsability

As head of technical innovation, I was part of a huge research effort to overhaul accessibility for ASDA. I designed and developed a suite of software to facilitate better usability research for Virgin, EE, and M&S.

Awkward Arcade (resident at MadLab)

MadLab's Arts+Tech programme was a 'now or never' moment to realise my own dream project. The Awkward Arcade brought indie games to new audiences, popping up in museums, art galleries, and nightclubs. I also devised and ran a series of game design workshops across Greater Manchester, helping to earn 'Best Tech For Good Project' at the Big Chip Awards 2017.

2016

The Landing

As a design and technology consultant in an innovation lab, I provided emerging technology support to start-ups and large enterprises alike. Highlights include working with a cancer patient to prototype a therapeutic exercise app and IoT device, as well as designing the world's first 3D-printed surgical support for ankylosing spondylitis patients with the NHS.

Blue Prism

As a senior interaction designer at Blue Prism, I helped turn the world's most powerful robotic process automation software into something more human-friendly. I was a key architect of the in-house design system and front-end component library, which has proven to be an essential tool for bringing a decades-old, desktop-oriented software company into the world of the web.

Kerv Digital

As a senior UX consultant, I imagined the future of joined-up digital experiences for public and third sector clients, including the British Red Cross, Driver and Vehicle Standards Agency (DVSA), and The Scouts Association. Overhauling the DVSA's commercial vehicle service meant rethinking several decades of complex civil service processes to adhere to the GOV.UK Service Standard.

SPARCK / BJSS

At SPARCK / BJSS, I leveraged my broad experience as a digital design consultant, creating usable, accessible services through a combination of extensive service design, detailed interaction design, empathetic research, and creative technology. I was also responsible for coaching leads in the North of England and ensuring our strategy makes SPARCK a great place to work.

HE Inventions

I design and engineer cutting-edge AR and computer vision systems at HE Inventions, making high-speed print and packaging smarter, simpler, and less wasteful.