# James Medd Digital Experience Designer

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

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.

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 us "Best Tech For Good Project" at the Big Chip Awards 2017.

As a senior UX/UI designer at Blue Prism, I helped turn the world's most powerful robotic process automation software into something more humanfriendly. I was a key architect of the inhouse 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.















2020

<cloudThing>

2022

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.

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.

As 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.

In my current role, I imagine 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 has meant rethinking several decades of complex civil service processes to adhere to the GOV.UK Service Standard.

## Skills



## User experience design

Low fidelity sketches to coded protoypes



#### Visual design in 2D and 3D

Figma, Sketch, Framer, Illustrator, Fusion 360



## Education and public speaking

Lightning talks to lectures



#### User experience research

Participant recruitment to interviews/workshops



#### Accessibility-driven web development Including HTML, CSS, JS (ES6 + React), Python



### Rapid protoyping for physical products

3D printing, Laser/CNC, PCB design/programming