

Hello there, My name is James Doy, I'm a Product Designer or User Experience Designer and sometimes a UX/UI Designer or another combination of those words.

My former careers include a year-long stint as an apprentice fork-lift truck mechanic, a barman in the third most popular bar in Lowestoft and a brief, but eventful week as a New York City courier. Mostly though, I've been a designer since 2008.

## Buzz Words for SEO

Agile, Guerilla Testing, A/B Testing, Usability Lab Testing, Workshops, Personas, Wireframing, Hi-Fi Responsive Prototyping, Responsive Design, Lean UX. Adobe CC, Axure RP, Protopie, Sketch, Figma, 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



**Sky, Leeds (Hybrid) Senior Product Designer (contract) October 2022 - May 2025**

I've been back working with the Digital Identity Team at Sky which looks after all aspects of the customer's online identity (Sky ID) which is used over web, app and TV. I worked on the first iteration of a new platform in 2019-2020 and I was asked back to work on their brand new Identity Portal. As the sole Product Designer on the immediate team I was responsible for the end to end design and usability testing of the entire customer experience. Over 32 months I worked on a number of projects including:

- New UX flows for sign in/up journeys and the full visual redesign of the pages
- Same for recovery journeys and all supporting pages
- Integrating Multi-factor authentication into the digital manage flows
- A complete redesign of the Identity Manager tool used by customer service agents
- Integration of the new Identity Portal into sales journeys
- Designs and prototypes for connected home concepts



**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.

## Employment History continued



### **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*

I was in-charge of user experience across web and apps. Until Covid-19 cut the role short.



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

I worked on a new single sign-on 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.



### **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.

## Employment History continued



### **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.

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### **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.

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### **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.

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### **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.

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### **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.

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



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