

James Carmichael

UI/UX Designer

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See portfolio at jamescarmichael.ca

Experience

UI/UX Designer

Texada Software, Guelph

Mar 2019 - Present

- Sole designer responsible for the redesign and continuous implementation of new features for 2 web apps and iOS/Android native apps.
- Used Figma to maintain a shared library of over 100 screens and components used across 4 products.
- Consolidated, redesigned, optimized, and implemented custom component library in close collaboration with devs.
- Actively contributed CSS/React changes to the code repository using Git, VS Code, and Docker.
- Assisted marketing team with print ads and website design using Adobe Illustrator/Photoshop.
- Active member of the product team, within an Agile/SCRUM work environment.
- Spearheaded the company rebranding effort, including a redesigned logo, style guidelines, print ad templates, business cards, email signature, etc.
- Acquired complex, specialized knowledge relevant to the rental industry and related software.
- Placed heavy emphasis on quality, feasibility, work ethic, and direct, open communication with devs, PMs, PO, and QA.

Freelance Web Designer/Developer

Oct 2008 - Mar 2019

- Communicated directly with clients or collaborated with a local marketing agency to lead or assist in the sale, strategy, and project management of over 100 web and print projects.
- Designed and developed over 50 custom WordPress websites using Adobe Illustrator/Photoshop, PHP, HTML, JS, and CSS.
- Other work included branding and print design.

**Experience
(cont.)**

Web & Print Designer/Developer

Eyelight Creative Marketing, Waterloo
Jan - Dec 2010

Web & Print Designer/Developer

Z Factor Communications, Waterloo
Jun - Dec 2009

**Education
& Interests**

UX Design Sprints

Community Academy, day course, 2019

Advertising

Conestoga College, 2007 - 2009

- Broad coursework (design, coding, copywriting, PR, etc.)
- Graduated with High Distinction, highest average

Design & Learning Philosophy

- I believe that elegant design is the wholesome combination of beauty and efficiency, and follows universal principles.
- I believe that learning is a delightful, collaborative, and active process whereby one seeks to continuously integrate knowledge from a variety of domains into a single, coherent, and practical worldview.

Languages & Interests

- Bilingual EN/FR (Québec native).
- Hobbies include piano, hiking, running, camping, travelling.
- I take interest in a wide range of topics including technology, science, philosophy, psychology, politics, world religions, etc.
- Frequent participant at uxWaterloo meetups (Communitech).