



JAMES PATTON

Product Designer

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SKILLS

Empathy
User research
Workshops
Journey mapping
Wire-framing
Prototyping
UX and UI
Design system
Component library
User testing
Scoping/Descoping
HTML5
CSS/SASS

EDUCATION

Liverpool John Moores University
IT & Multimedia Computing BSc (Hons)

CERTIFICATES

Agile Project Management Foundation
PADI Divemaster Leader
Emergency First Response Instructor

HOBBIES

Boxing
Scuba Diving
Hiking
Motorbike touring
Cycling
Formula 1
Making fun memories

CHALLENGES

Liverpool and Belfast Marathon
National 3 Peaks Challenge
Yorkshire 3 Peaks
Coast to Coast (C2C)
World Coal Carrying Championship

Simplifying complex problems into elegant user friendly experiences to bring a positive impact to the end user.

EXPERIENCE

Senior Product Designer - Onvi

02/2021 - CURRENT POSITION

Leading the **UX** and designing the **UI** for the new iPad POS app. In depth **discovery** including user interviews, journey mapping and competitor research to understand and negate user issues. **Collaborating** closely with the development team through **workshops** to manage scope ensuring the solution was user friendly, achievable and deliverable on time.

Building out the **design system** and creating the **components library** to keep consistency across the design team. Collaborating **cross-team** on internal projects to improve processes and increase usability of internal tools.

Product Designer - WonderBill

01/2019 - 07/2020

Helping drive and deliver the product roadmap for the **mobile app**. Conducting **user research**, designing wireframes, **building prototypes** and carrying out user testing before working with product managers and development team to build and release features. Focusing on the end user and new technology, I worked with **Open Banking** platforms to see how it could be utilised to improve the experience of the app.

Managing the design team whilst implementing processes and creating a **component library** that was utilised by both design and development. With testing at the heart of the design, I successfully **secured budget** and **negotiated** business terms with UserTesting.com to improve the efficiency of testing.

Lead Designer - FitnessGenes

07/2015 - 11/2018

Enabling the team to have a positive impact within the company and working closely with multiple **stakeholders** to balance design with **business needs** and constraints. Acting as scrum master for our in-house development team, remote development team and design team, I managed several workloads to ensure the successful **delivery** of projects.

Playing a key role in the company, I introduced several **processes** and successfully implemented Jira to help with project management. Designing, building and launching the refer-a-friend scheme and prototyping a number of mobile and **wearable apps**.

Full history

ROLES FROM 03/2010 - 07/2015

UX Lead - GoldSixty7
UI Team Leader - RentalCars.com
Head of Design - Think Money Group
UI/UX Designer - BlackLight Software