



JAMES PATTON

Product Designer

jamespatton.co.uk

james@jamespatton.co.uk

[linkedin.com/in/jameskpatton](https://www.linkedin.com/in/jameskpatton)

SKILLS

Empathy	User research
Workshops	Journey mapping
Wire-framing	Rapid prototyping
UX and UI	Design systems
Component library	User testing
Scoping/Descoping	HMTL5
CSS/SASS	Presenting
Information architecture	

TOOLS

Figma
Notion
Code VS

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
Motorbiking
Cycling
Formula 1
Making fun memories

CHALLENGES

Liverpool and Belfast Marathon
National 3 Peaks Challenge
Yorkshire 3 Peaks

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

EXPERIENCE

Senior Product Designer - MoneySuperMarket

07/2022 - CURRENT POSITION

Delivering innovative solutions for authentication, comparison question sets, refer-a-friend, rewards redemption, and cashback by **collaborating** with stakeholders, and senior management, and conducting **user research**. I played a key role in migrating to Figma and serving as the team's **Figma advocate** by **training** designers and developers.

I built a **multi-brand design system** in Figma, creating agnostic components, mapping variables, and building utility libraries to **streamline** the **design workflow**. Additionally, I set up an in-house **research lab** to facilitate user testing.

Senior Product Designer - Onvi

02/2021 - 07/2022

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 maintain consistency across the design team. Collaborating **cross-team** on internal projects to improve processes and increase the usability of internal tools.

Product Designer - WonderBill

01/2019 - 07/2020

Driving and delivering the product roadmap for the **mobile app** by conducting **user research**, designing wireframes, **building prototypes**, and performing user testing. Collaborating with product managers and developers to build and release features, and leveraging **Open Banking** platforms to enhance app experience.

Managing the design team, implementing processes, and creating a **component library** used by both design and development. **Secured budget** and negotiated terms with UserTesting.com to improve testing efficiency.

Full history

ROLES FROM 03/2010 - 11/2018

Lead Designer - FitnessGenes

UX Lead - GoldSixty7

UI Team Leader - RentalCars.com

Head of Design - Think Money Group

UI/UX Designer - BlackLight Software