

James Brooker

Senior UX Designer (Design Manager)

Personal Profile & Skills

I am the current Senior UX Designer (Design Manager) at The Student Room Group, where I manage two designers and a number of agencies when we outsource work. I represent all aspects of design (Digit, Print, UX/UI) for the group and their clients (RAF, Student Loans Company, UEA University, Love Honey etc). I regularly conduct Design/UX workshops both internal and client side.

I am enthusiastic, self-motivated, with strong communication and organisational skills, which I have developed during my career. I have an advanced understanding of UX/UI and Visual design for web and mobile. My knowledge of colour for both digital and print is strong, and my typography, illustration, animation and photography composition/ re-touching skills are to a very high standard.

I am a strong team worker with an excellent understanding of working within a Scrum (Agile) environment. Regular responsibility running user testing sessions either within office or due to the current situation via digital means. I am proactive in my planning and time management. As a designer my attention to detail is extremely high and every project, I work on gets completed to the highest possible standard.

My HTML and CSS coding skills are extremely strong. I have an advanced understanding of web and particularly email both standard and responsive. My knowledge towards other coding languages such as HTML5, Java, PHP, WordPress etc. is also strong. I have a good understanding towards particular CMS systems and my SEO knowledge is growing throughout my career development.

Key Skills

- Scrum (Agile)
- Sketch
- Adobe CS Suite
- HTML/5, CSS
- WordPress
- Drupal
- Jira
- Sales Force
- Dotmailer
- Pardot
- Art Direction
- Photo Retouching
- Video editing
- Animation
- Microsoft Office
- Email marketing

- Story boards

Notable Professional Accomplishments

- Design and build for all digital assets for EDF Energy's marketing department. Including involvement of a new self-serve email marketing system
- Created microsites for Bupa Global in multiple languages and styles to suit to the regionalised markets
- Storyboard, Filmed, Photographed and edited short movies for marketing projects within the Asian market
- Developed and successful rebranded Pure360 and the Brighton Digital Marketing Festival
- Project managed, designed and built email marketing templates for high profile clients such as The Royal Mint, Cosmopolitan Magazine resulting in £88k+ revenue
- Presented keynote design sessions and held customer workshops for over 30 high profile clients
- Designed and created marketing collateral both digital and print in English, French and Italian

Employment History

The Student Room, February 2018 - Present. Job

title: UX/UI Creative Design Manager.

Heading up the UX/UI design team at TSR. Working with the Scrum teams to research, design, prototype and create all aspects of design and functionality on TSR and partners. Manage creation of BAU design requests throughout all areas of the business for both B2B and B2C. Advise and create email marketing templates for clients. Advice on deliverability to clients and client services team. Communicate and manage outsourced work via agencies.

Westcon-Comstor, November 2017 – February 2018. Job

title: Senior Digital Marketing Specialist.

Providing both digital (UX/UI) and print based creative for the EMEA side of the business.

Also marketing input for the regional and local teams of Westcon-Comstor. Pardot development and deployment for both email and landing pages in multiple languages, video and animation, display banners and printed collateral, copywriting to reflect the companies tone of voice.

EDF Energy, November 2016 - November 2017. Job

title: Senior Digital designer.

Covering all digital aspects of the brand and its third parties. From email to web design and full build, UX/UI for EDFE.com. Animation and film editing, photography retouching for both print and digital. HTML5 banner design and build for Google double click studio and other third party distributors. Working closely with appointed agencies to art and build direct campaigns within marketing.

Bupa Global, November 2013 – November 2016. Job title: Lead Digital designer.

Working as a Lead digital designer under the Creative studio manager for Bupa Global I create all aspects of digital design which carry the Bupa Logo/ partners and brokers globally. The work carried out on a daily basis includes HTML Email marketing templates both responsive and standard depending on the target audience and the email service provider in question. Full Website/microsite planning (UX/UI) and project managing including designing and building on various different platforms depending on the brief. These carry such languages as CSS, PHP, JavaScript, Wordpress and HTML all up to current industry standards. Flash animated display banners for PPC. Mobile app design and displays. All of the above has to be specifically designed for the target audience in question so certain languages and image selections have to be well researched to get the maximum potential out of the project. Filming and photography plus the full editing and storyboarding. Also non digital project work for printed literature.

Pure360, Email Marketing & SMS software. December 2010 – November 2013. Job title: Senior Graphic/ Web Designer.

Reporting directly to the Head of Marketing I create HTML email campaigns & online ads, Visuals for new elements on Pure360 website such as banners, buttons or full pages (design & build), Print-ready adverts for magazines, Marketing collateral for both print and pdf such as sales brochures, downloadable guides and leaflets, Design elements for video production, exhibition stand imagery for printing, design templates for presentations & company stationery. Design and create all digital and print for the BDMF (Brighton Digital Marketing Festival) and develop the junior creatives in client services

iProspect, search engine marketing, November 2010 Job title: Freelance Digital Designer.

Design and create on brand customised PowerPoint and Word Backgrounds, Email Newsletter for both internal and external and coded using HTML.

Forth Generation, Brands Communication Agency, September 2009 – July 2010 Job title: Digital Designer.

Regularly responsible for Web Design and creation for both HTML /CSS, Flash and Square Space sites. Graphic Design elements for AXA, Tork, Bathroom Affair, First Assist, Peverel Group etc. Also some small iPhone application development.

AP (The Associated Press), June 2009. Job title: Digital Designer.

To design and create a Smartphone (iPhone) animated web banner to promote their new mobile news programme which is available in the USA. Also designed and create an Interactive Flash file to send via email to promote the product.

ITV Television Studios, 2009 (2 month internship due to finish in August) Job title: Junior Digital Designer and Media Producer.

Regularly responsible for Flash, Photoshop, Illustrator, Final Cut Pro, After-Effects and other media related software.

Education

2008-2009.

University of Brighton Degree.

BA Hons Digital Media Design Result: 2:1

2006-2008.

University of Brighton Degree.

FDA Digital Media Design Result: *Merit.*

2003-2006

Sussex Downs College, Lewes

A.V.C.E Double Award: Advanced Business
Studies

IFS Level 3 Certificate in Financial
Studies AS Law

Interests

I play various sports throughout the year however my true passion is surfing which gives me a true sense of relief and is a sport which I truly love. I am also a keen rugby player for Lewes RFC which takes up most of my free time over the winter months. I enjoy reading and looking at current design trends both online and printed. I enjoy travelling and love cooking.