James Brooker

Senior Product Designer

Personal Profile:

In my current role as a Senior UX/UI Product Designer at HELLO! and Hola Magazine, I collaborate closely with developers, visual designers, project managers, data analysts, and other stakeholders to shape and enhance the product vision and roadmap for both HELLO! and Hola. My responsibilities include leading design projects from ideation to execution, effectively identifying and addressing user needs and challenges. I establish and maintain design systems using tools like Figma and Adobe XD to ensure consistency and excellence across our products. Conducting both qualitative and quantitative research, including user interviews, is integral to my role and has been a significant aspect of my past experiences.

Key skills:

- Developing and managing design systems for consistency and efficiency
- Prioritising user experience while balancing business objectives
- Proficient in designing for web and mobile platforms, including iOS and Android
- Expertise in interaction and visual design, prototyping, and usability testing
- Conducting qualitative and quantitative research, including user interviews, to inform design decisions
- Analysing data to optimise user experiences
- Experience with A/B testing methodologies
- Leading end-to-end design projects, resolving user issues effectively
- Managing teams of designers and coordinating with third-party collaborators

Tools/Expertise:

- Proficient in Figma and Adobe XD for design and prototyping
- Skilled in Adobe Photoshop, Illustrator, and InDesign for graphics and layout
- Knowledgeable in content management systems such as Drupal, WordPress, and Glide
- Proficiency in HTML(5) and CSS for web development
- Familiarity with user testing software and Google Workspace
- Understanding of Material Design principles
- Experience with project management tools like Jira and Agile methodologies like Scrum

Experience:

HELLO! & Hola Magazine, May 2022 - Present
Job title: Senior UX/UI Product Designer

Collaborating on a comprehensive rebuild of the entire Hello and Hola website/CMS.
Engaging with developers, visual designers, project managers, data analysts, and other stakeholders to define and enhance the product vision and roadmap for both HELLO! and Hola.

Leading design initiatives from inception to fruition, adeptly addressing user challenges along the way.
Establishing and managing design systems in Figma and Adobe XD to ensure uniformity and excellence across the products.

Performing qualitative and quantitative research, including user interviews, to inform design decisions and optimise user experiences.

Autovia (Formally Dennis Publishing), June 2021 - May 2022.
Job title: Senior Product Designer

As a member of the Digital Product team, I oversee the creation and implementation of top-notch UX/UI experiences and products for prominent brands such as The Week, Auto Express, EVO Car, Car Buyer, and Octane magazine.

I take charge of mentoring and cultivating the design skills and business acumen of a Junior UX designer under my supervision.

I ensure consistency and quality across all brands by managing various design systems.
Additionally, I spearhead the design, development, and testing of numerous email campaigns, display ads, and A/B tests to optimise performance and user engagement.

The Student Room (TSR), February 2018 - June 2021.
Job title: UX/UI Creative Design Manager

Leading the UX/UI design team at TSR, collaborating closely with Scrum teams to conduct research, design, prototype, and implement all aspects of design and functionality across TSR and partner platforms.

Overseeing the generation of ongoing design requests across all business sectors, catering to both B2B and B2C needs.

Providing guidance and crafting email marketing templates for clients, while also advising on deliverability concerns to both clients and the client services team.

Effectively coordinating and managing outsourced work through agency partnerships.

Westcon Comstor, November 2017 - February 2018.
Job title: UX/UI Designer

Delivering digital (UX/UI) and print-based creative solutions for the EMEA operations of the business, including marketing support for regional and local teams at Westcon-Comstor.

Leading Pardot development and deployment efforts for email campaigns and landing pages across various languages.

Creating engaging video and animation content, as well as designing display banners and printed materials.

Crafting compelling copy that aligns with the company's tone of voice and effectively communicates its message.

EDF Energy, November 2016 - November 2017.
Job title: Senior Digital Designer

Managing all digital facets of the brand and its partnerships, encompassing everything from email campaigns to web design and full website builds, including UX/UI enhancements for EDFE.com.

Utilising animation and film editing skills, as well as conducting photography retouching for both print and digital assets.

Designing and building HTML5 banners for platforms such as Google DoubleClick Studio and other third-party distributors.

Collaborating closely with designated agencies to conceptualise and execute direct marketing campaigns within the marketing framework.

Bupa Global, November 2013 - November 2016.
Job title: Lead Digital Designer

In my role as Lead Digital Designer under the Creative Studio Manager at Bupa Global, I oversee the creation of all digital design elements featuring the Bupa logo and its partners and brokers worldwide.

This includes:

- Developing HTML email marketing templates tailored to the target audience and compatible with various email service providers, ensuring responsiveness across different devices.
- Planning and project managing full website and microsite designs (UX/UI), utilizing languages such as CSS, PHP, JavaScript, WordPress, and HTML, adhering to industry standards.
- Designing and building Flash animated display banners for PPC campaigns, as well as crafting mobile app interfaces and displays.
- Handling filming, photography, editing, and storyboarding processes to create compelling visual content.
- Engaging in non-digital project work for printed literature, ensuring consistency with the brand's visual identity across all mediums.

Pure360 Email Marketing, December 2010 - November 2013.
Job title: Senior Graphic/Web Designer

As a direct report to the Head of Marketing, my responsibilities include:

- Crafting HTML email campaigns and online ads to drive engagement and conversions.

- Developing visuals for new elements on the Pure360 website, including banners and full-page designs, handling both design and build aspects.
- Creating print-ready advertisements for magazines to effectively promote the brand.
- Designing marketing collateral for both print and digital formats, including sales brochures, downloadable guides, and leaflets.
- Providing design elements for video production to enhance visual storytelling.
- Producing imagery for exhibitor stands for printing purposes, ensuring impactful representation at events.
- Designing templates for presentations and company stationery to maintain brand consistency across all materials.

Forth Generation, September 2009 - July 2010.
Job title: Digital Designer

Consistently tasked with web design and development, proficient in HTML/CSS, Flash, and Square Space platforms, for various clients including AXA, Tork, Bathroom Affair, First Assist, Peverel Group, and more.

Additionally, responsible for creating graphic design elements for these clients' digital presence.

Occasionally involved in the development of small iPhone applications.

Education:

2006-2009 - University of Brighton Degree.
BA Hons Digital Media Design Result: 2:1

2003-2006 - Sussex Downs College, Lewes
A.V.C.E Double Award: Advanced Business Studies
IFS Level 3 in Financial Studies
AS Law

Personal Interests:

Outside of surfing, I'm also an enthusiastic golfer, relishing the time spent on the course honing my skills. On weekends, I cherish moments with my wife and daughter, often embarking on adventures in our beloved VW Camper van. We love using it for short holidays around the UK and exploring different parts of Europe together.

Portfolio Details:

Website: https://jamesbrookerdesigns.co.uk/
Portfolio: https://jamesbrookerdesigns.co.uk/images/gallery/fulls/James-Brooker-Portfolio-2024.pdf