

James Brooker

SENIOR PRODUCT DESIGNER

PORTFOLIO

About me

James Brooker Senior Product Designer.

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
- Prioritizing 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
- Analyzing data to optimize 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

HELLO! Magazine

Site redesign and New CMS with a Full Atomic Design Library.

As the Lead Product Designer my responsibilities include collaborating closely with the product team, key stakeholders, and the development team to create a visually appealing and functional new website.

Creating a Figma Design Library and following the Atomic Design methodology indicates a structured and efficient approach to the design process. This methodology breaks down design elements into smaller components, allowing for easier management and scalability.

Moreover, adhering to strict design and accessibility principles ensures that the final product is not only aesthetically pleasing but also user-friendly and inclusive.

Accessibility is particularly important in ensuring that your website can be used by people with diverse abilities.

These design foundations were also extended to the sister site, Hello! Fashion, albeit with slight design changes to maintain brand consistency while reflecting the unique style of the brand.

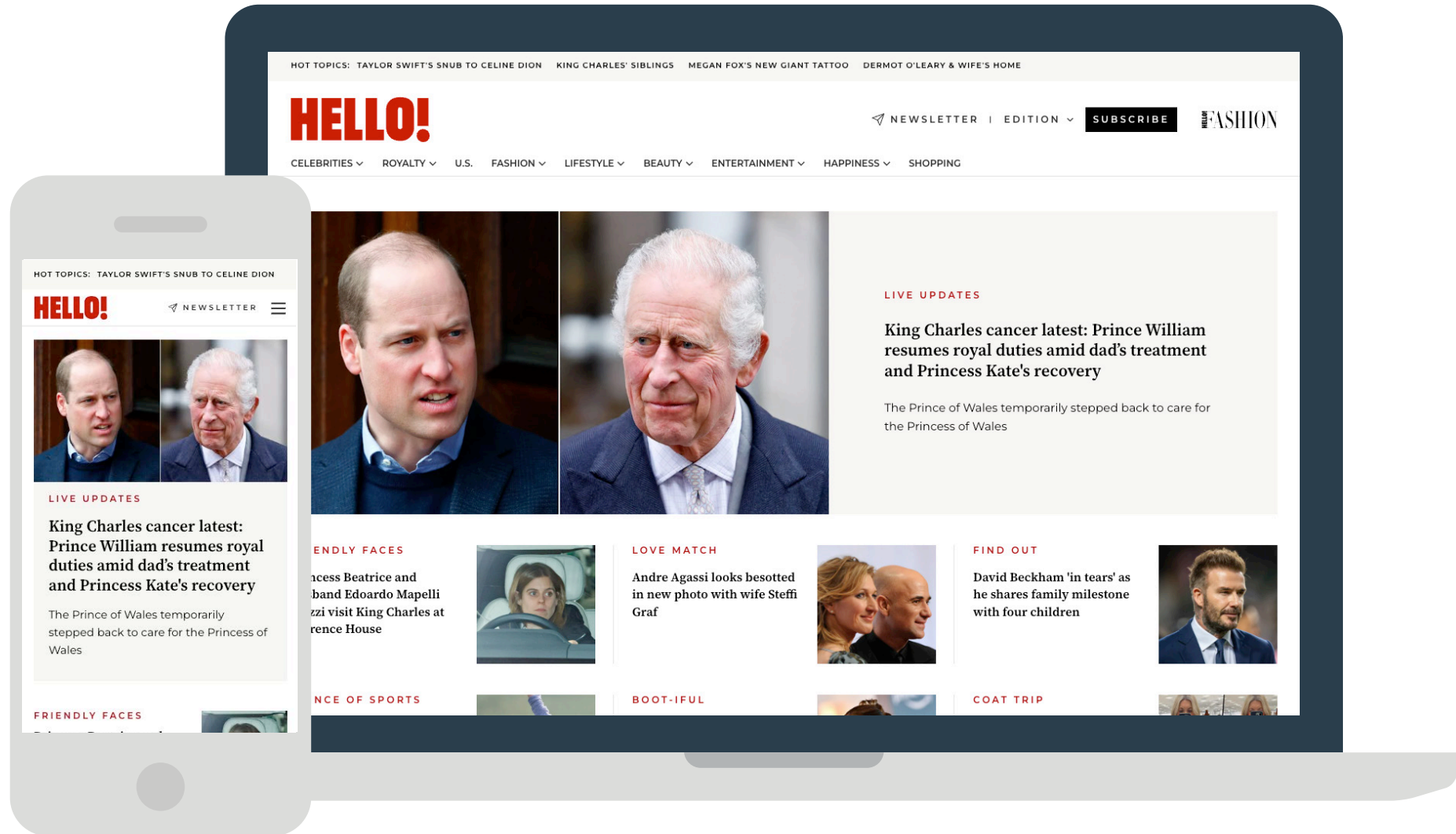
Close collaboration between the Product and Development teams was crucial for creating components compatible with the CMS. It was essential to closely involve the editors to ensure the design and development process aimed at crafting a user-friendly product. This involved thorough research into existing CMS

platforms and their approaches to building various widgets and tools to effectively address different use cases.

Efficient organization and clear communication with junior designers played a crucial role in ensuring the success of this project within the set deadline. Despite the challenge of having my design team based in Madrid, maintaining transparent communication channels and structured organization proved indispensable. The high quality of the end product speaks volumes about our dedication and collaborative efforts.

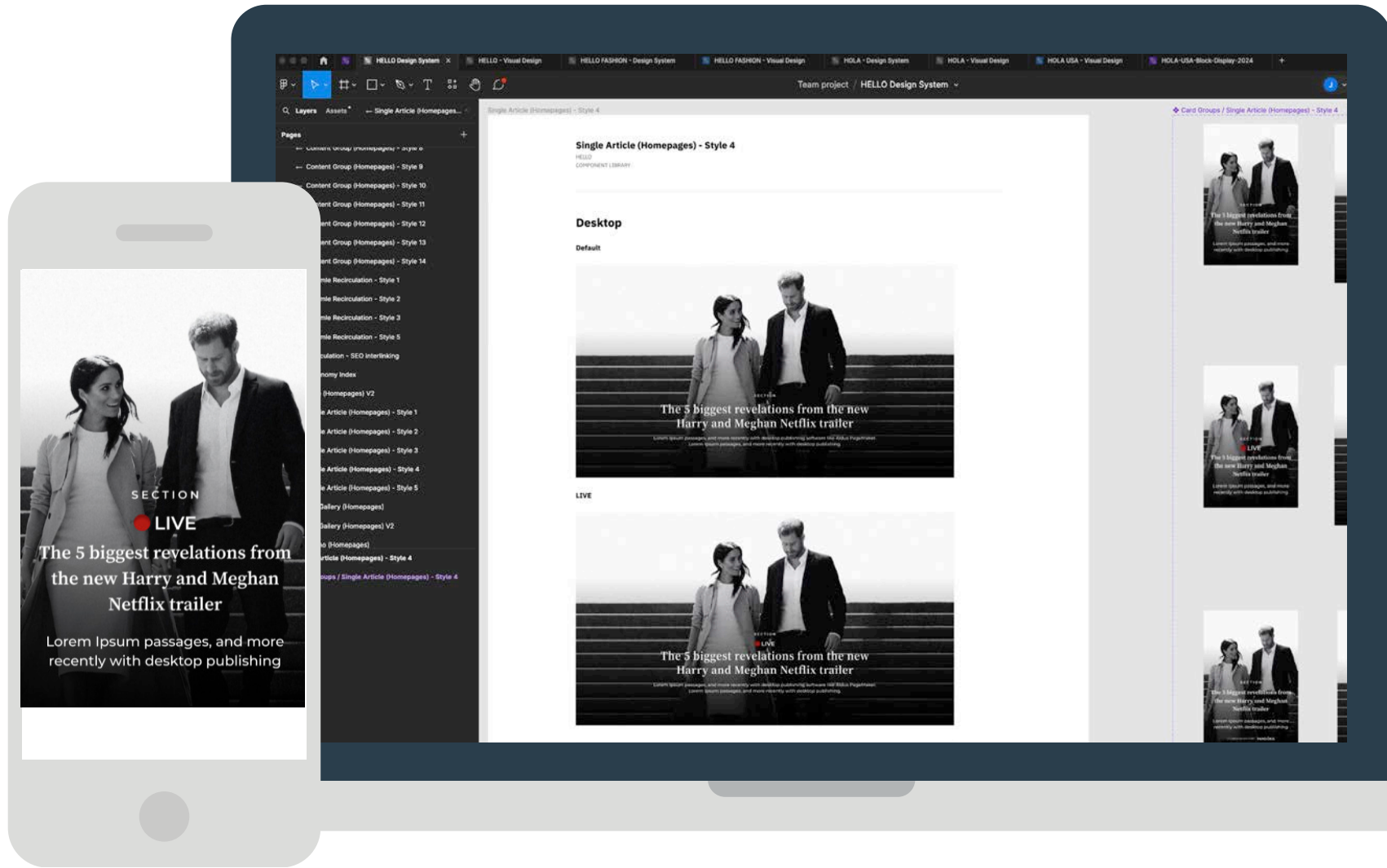
HELLO! Magazine

Site redesign and New CMS.



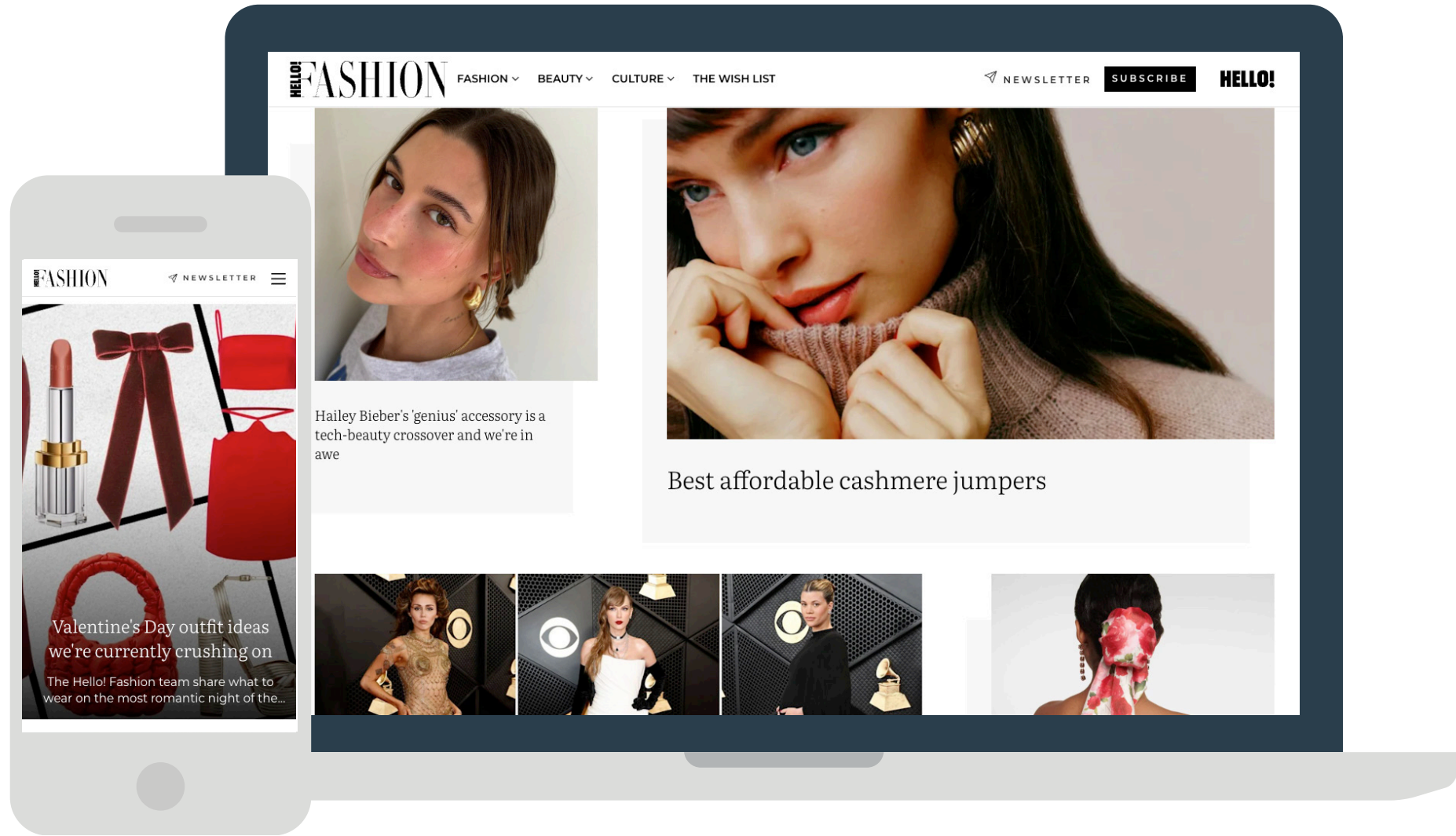
HELLO! Magazine

Figma Design Library (Atomic Design).



HELLO! Fashion Magazine

Site redesign



Auto Express

New Car Configuration.

Adding a “New Car Configuration tool” to the site is a significant step towards enhancing user engagement and generating leads for key car manufacturers. The dual objectives of generating leads while providing users with a simplified breakdown of current new cars on the market highlight the importance of balancing business goals with user experience.

In Phase 1 of the project, focusing on medium fidelity designs and prototypes allows for efficient exploration of the tool’s basic journey. This approach enables stakeholders and users to provide feedback early in the development process, ensuring alignment with expectations and needs.

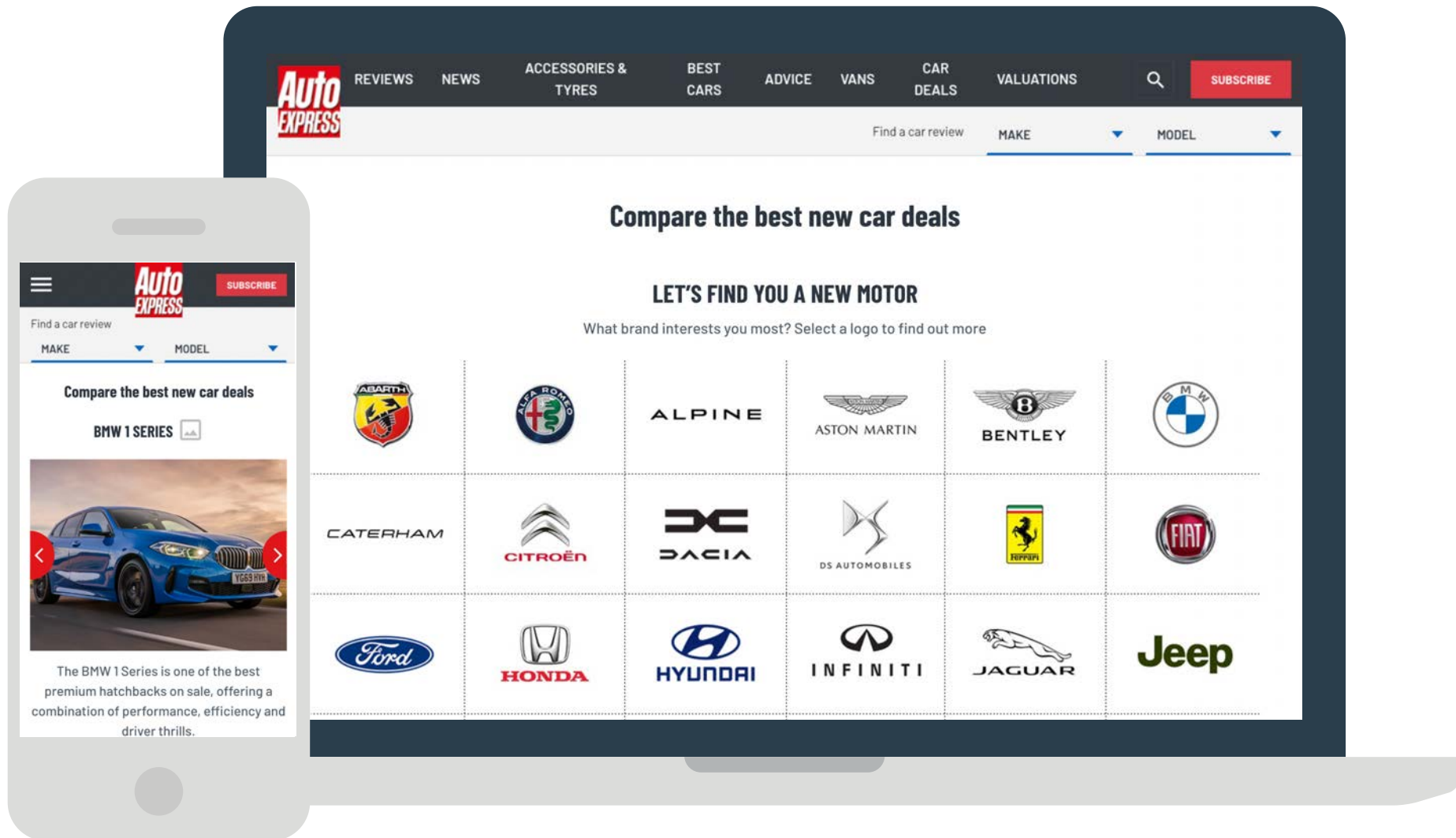
Considering both desktop and mobile platforms ensures accessibility and usability across a diverse range of devices, reflecting the user-centric approach to design. Analyzing data on user behavior and preferences, as well as competitor analysis, helps inform design decisions and prioritize features that resonate with the target audience.

As the project progresses into Phase 2, further refinement and enhancements can be made based on feedback and insights gathered during Phase 1. This iterative approach allows for continuous improvement and optimization of the tool to meet evolving user needs and business objectives.

Overall, by carefully balancing the interests of key stakeholders and the user experience, the “New Car Configuration tool” has the potential to become a valuable asset for Auto Express, driving lead generation and providing users with a valuable resource for exploring new car options.

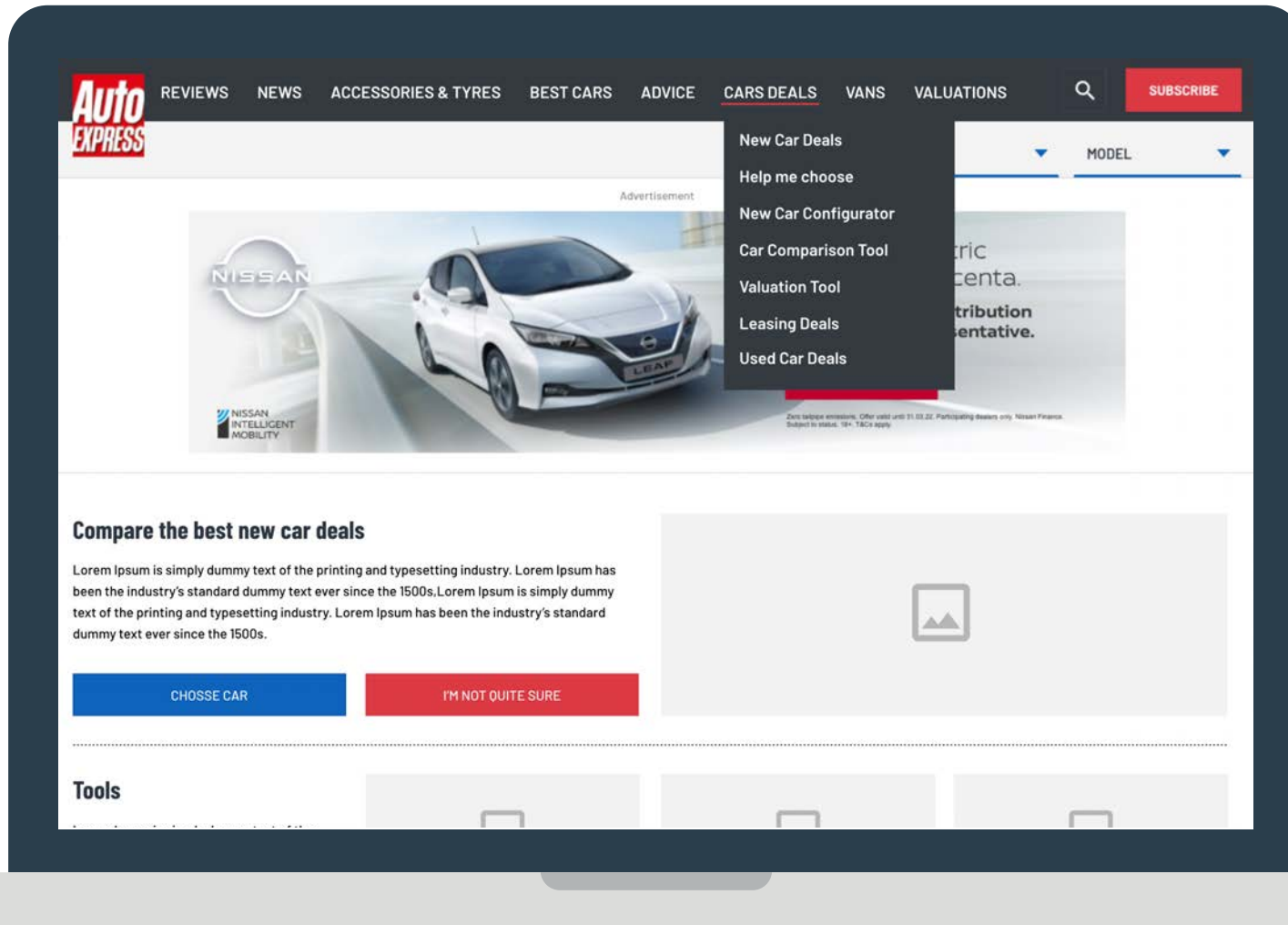
Auto Express

New Car Configuration.



Auto Express

Navigation amends and wireframes



Buyacar

Filters and search

Revamping the search filter of BuyaCar's website with a focus on UX theory and redesign is a strategic move to enhance user experience and improve overall site performance. Given that the current filter was not user-friendly, especially on mobile devices, and wasn't meeting the company's expectations, this redesign initiative is timely and crucial.

User research played a pivotal role in understanding the needs and preferences of BuyaCar's target audience. Identifying user needs, such as the example you provided regarding the importance of understanding boot size for mothers, highlights the importance of designing for real-world user scenarios rather than relying solely on technical specifications.

This user-centric approach ensures that the redesigned search filter aligns closely with the needs and expectations of BuyaCar's customers.

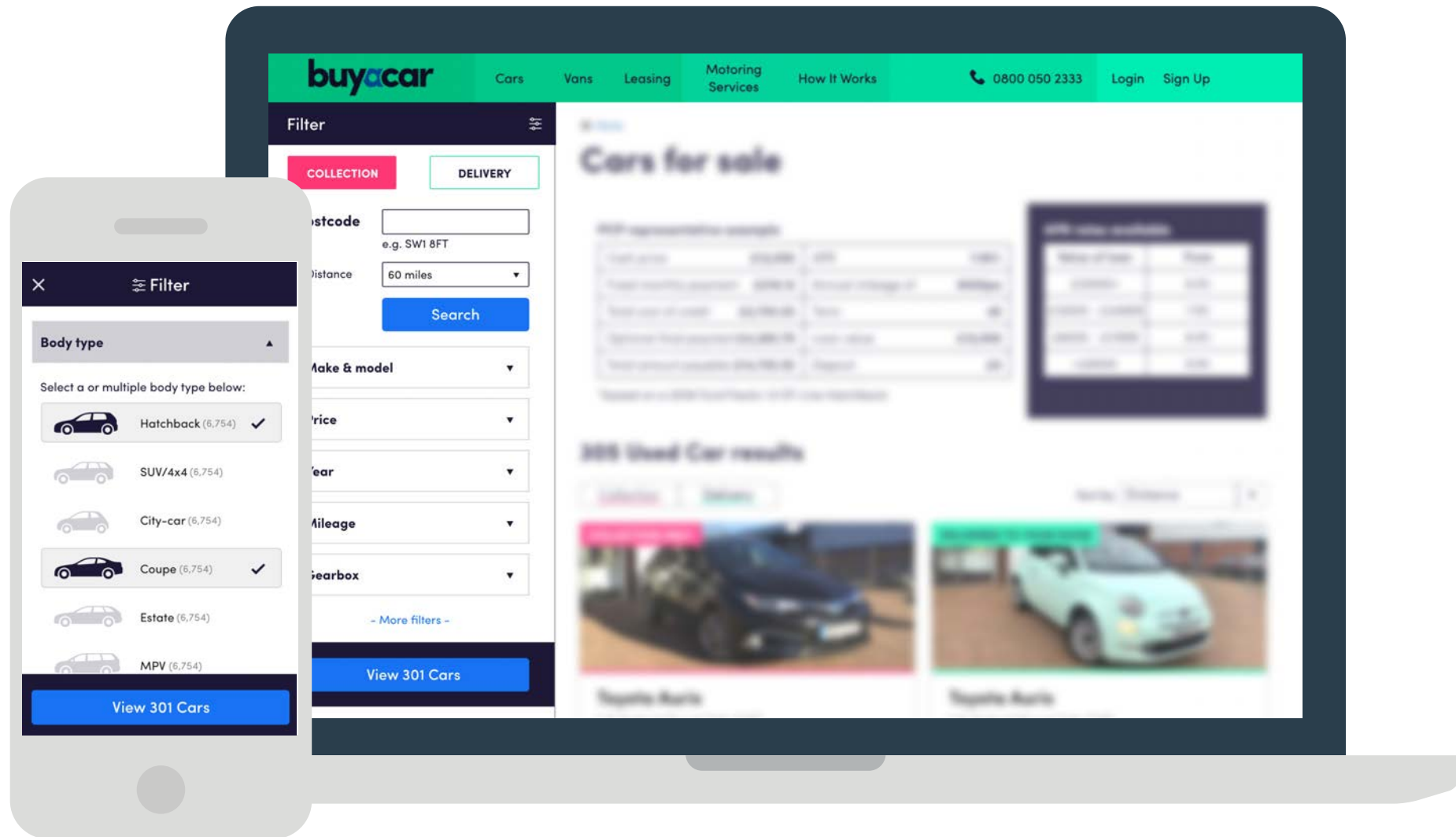
Emphasizing mobile-first design principles is essential, considering the significant portion of users accessing the site via mobile devices. Prioritizing mobile usability ensures that the redesigned search filter delivers a seamless and intuitive experience across all devices, catering to the preferences and behaviors of BuyaCar's mobile-centric audience.

By leveraging UX theory, conducting thorough user research, and prioritizing mobile-first design principles, the redesigned search filter has the potential to

significantly enhance the overall user experience on BuyaCar's website. It not only addresses the existing usability issues but also aligns with the evolving needs and preferences of the target audience, ultimately contributing to increased customer satisfaction and improved business performance.

Buyacar

Filters and search



The Week UK

Bringing the publication online

Bringing The Week's printed editorial experience online presents an exciting opportunity to deliver a seamless transition from the traditional magazine format to a digital platform. Collaborating closely with chief editors and online directors, you aimed to replicate the tactile feel and editorial flow of the print edition while optimizing it for digital consumption.

Creating a user journey that encapsulates both the essence of the magazine's content and the expectations of its online audience is crucial. By leveraging key styles and editorial quirks, you sought to maintain consistency and familiarity for readers transitioning from print to digital. This approach ensures that users feel at home with the online platform, fostering a sense of continuity and brand identity.

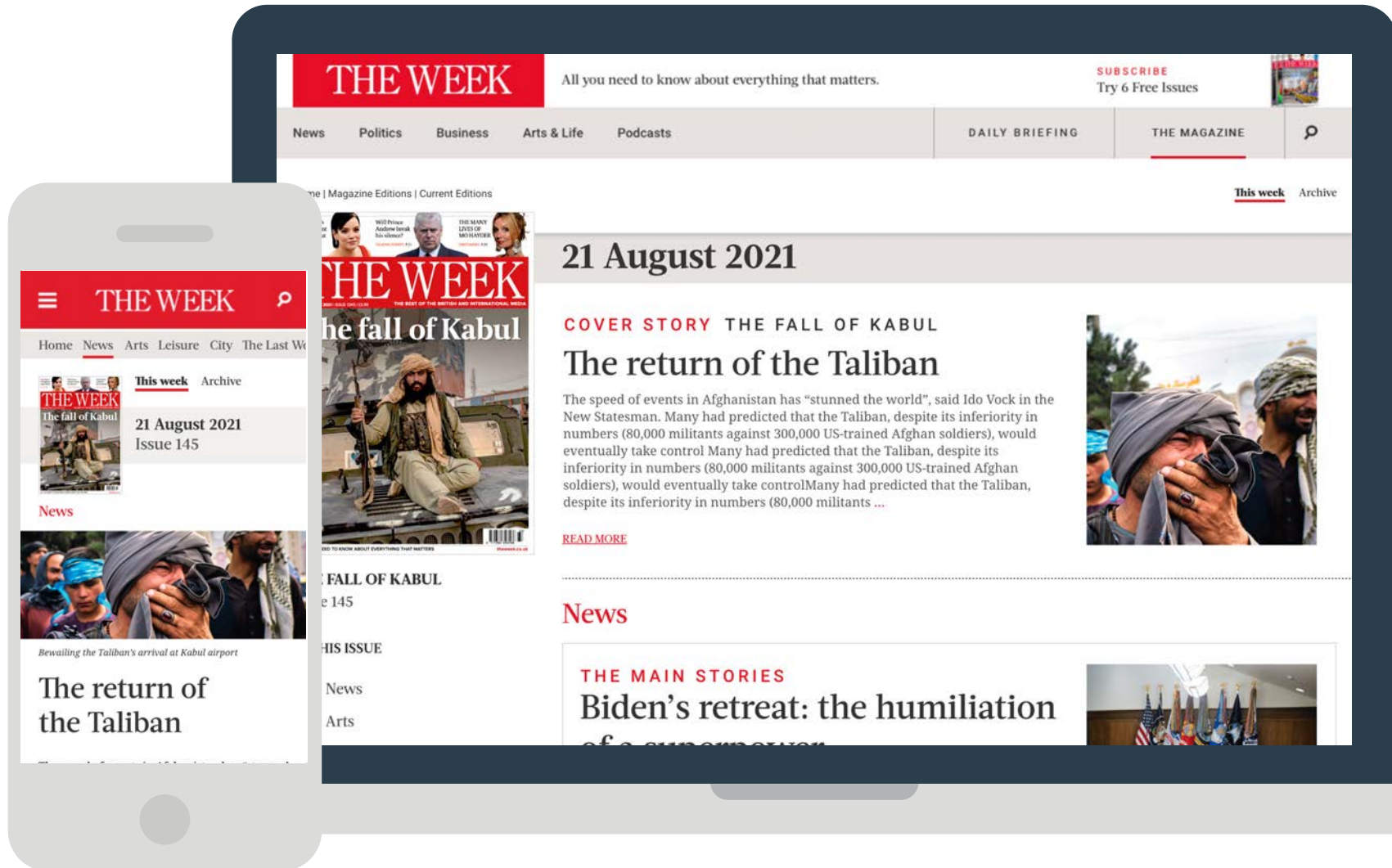
The development of the project likely involved designing and implementing a strict templated layout that mirrors the structure of the print version. Consistency in layout and design elements contributes to a cohesive user experience, allowing readers to navigate the online platform with ease.

User testing played a significant role in validating design decisions and ensuring that the digital experience resonates with the audience. Positive feedback regarding the natural flow and adherence to the familiar layout of the printed version validates the effectiveness of your approach.

Overall, by closely aligning the digital platform with the editorial style and flow of the print edition, The Week successfully translates its unique editorial experience to the online realm. This project demonstrates a commitment to meeting user needs while staying true to the brand's identity and editorial values.

The Week UK

Bringing the publication online



The UniGuide

Full UX design and development on various products.

The transition of The UniGuide (formerly Which?Uni) to a monetized platform under The Student Room Group necessitates strategic implementation of key call-to-action (CTA) buttons to benefit both universities and users. By adding CTAs that enable users to access further information on courses, universities, or request prospectuses, the platform aims to enhance user engagement and provide value to its stakeholders.

To optimize the placement and effectiveness of CTAs, a comprehensive testing and development process was implemented. User testing conducted online via platforms like Lookback.io allowed for remote feedback gathering, overcoming the limitations imposed by the global pandemic. Additionally, Hotjar was utilized to observe user behavior

and interactions with the product, providing valuable insights into user engagement patterns.

Through X5 variation tests via Google Optimize, different CTA placements and designs were evaluated to determine the most effective approach based on tracked clicks. This data-driven approach ensures that decisions regarding CTA placement and design are informed by user preferences and behaviors.

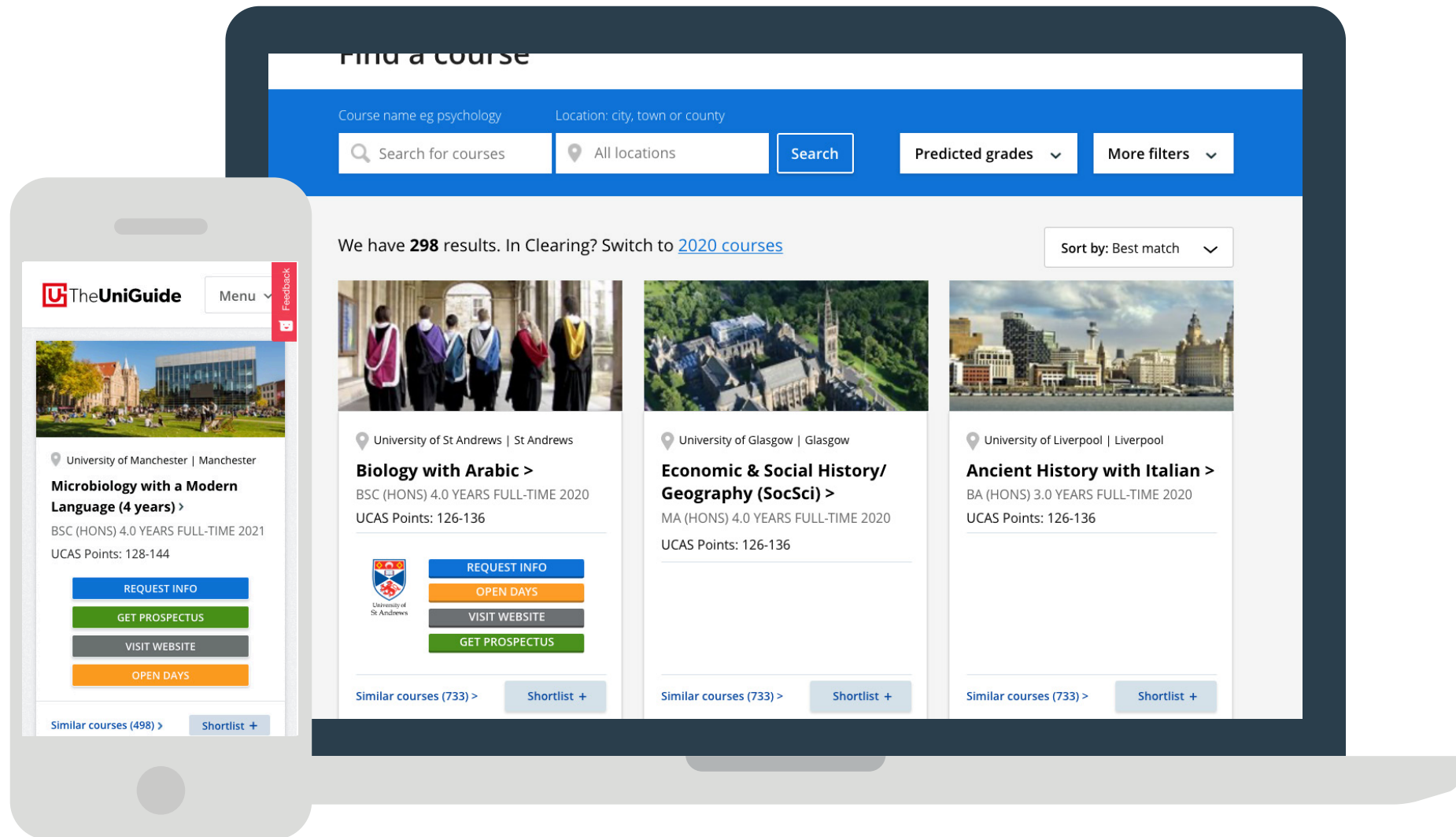
Continued testing and development of the product remain ongoing, guided by the insights gathered from user testing and client feedback. By iterating on CTA placement and design based on user feedback and performance metrics, The UniGuide aims to optimize the platform for maximum user engagement and effectiveness

in driving conversions.

Overall, the strategic implementation of CTAs, informed by rigorous testing and user feedback, underscores The UniGuide's commitment to delivering a valuable and user-friendly platform for both universities and students. This iterative approach ensures that the product evolves to meet the needs and expectations of its stakeholders effectively.

The UniGuide

Full UX design and development on various products.



The Student Room

Profile Page Phase 1 (Beta)

This ongoing project focuses on two main objectives:

1. User-Centric Approach:

The aim is to create a mobile-friendly platform that prioritizes user experience, enabling users to access their content seamlessly while fostering interaction with other users in a scalable environment.

2. Data Capture and Gamification:

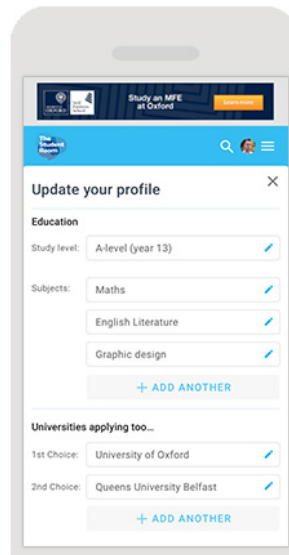
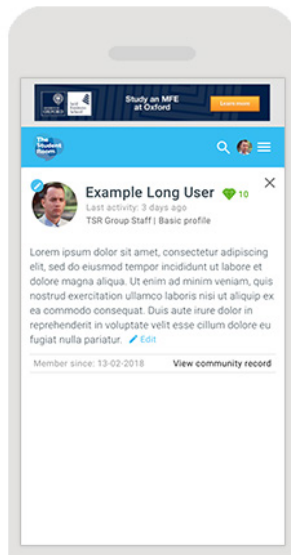
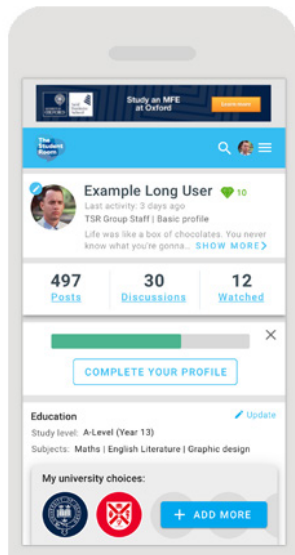
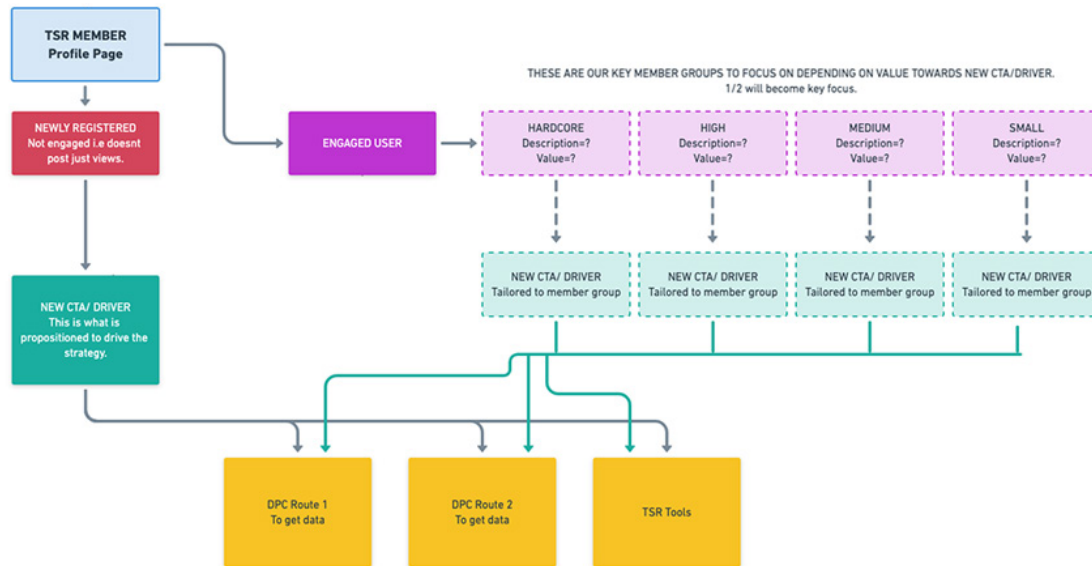
Additionally, the project seeks to incorporate methods of interaction and gamification to capture key data areas for the business.

The process began with extensive research, including user journey mapping, student interviews, focus groups, and competitor analysis. Material design theory was chosen as the foundation. Wireframes and medium-fidelity designs were developed and shared for feedback through user feedback questionnaires. An in-house focus group was conducted, where users could interact with giant mobile boards to create their own design and layout for the profile page.

Subsequently, the initial high-fidelity designs were crafted and prototyped to gauge reactions and gather feedback. Currently, feedback is being processed and compiled through a closed Beta phase.

The Student Room

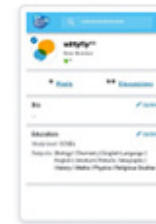
Profile Page Phase 1 (Beta)



SCREENSHOT



COMMENT



" i like it as it is easy to see it better, i would like to see the other things we can view in the old one as then everything is in one place. i like how it is all on one page so you dont have to click buttons :)"



" I think it's very nice but maybe a little bit too simple when looking at recent posts/threads (like as in its all about 4 different colours so it's kinda boring + doesn't include the last people who posted or anything). I do like it otherwise though :)"



" It's pretty good from what I've done so far just by updating my bio and stuff "



Left Blank



" The instructions are easy to understand. and

EDF Energy

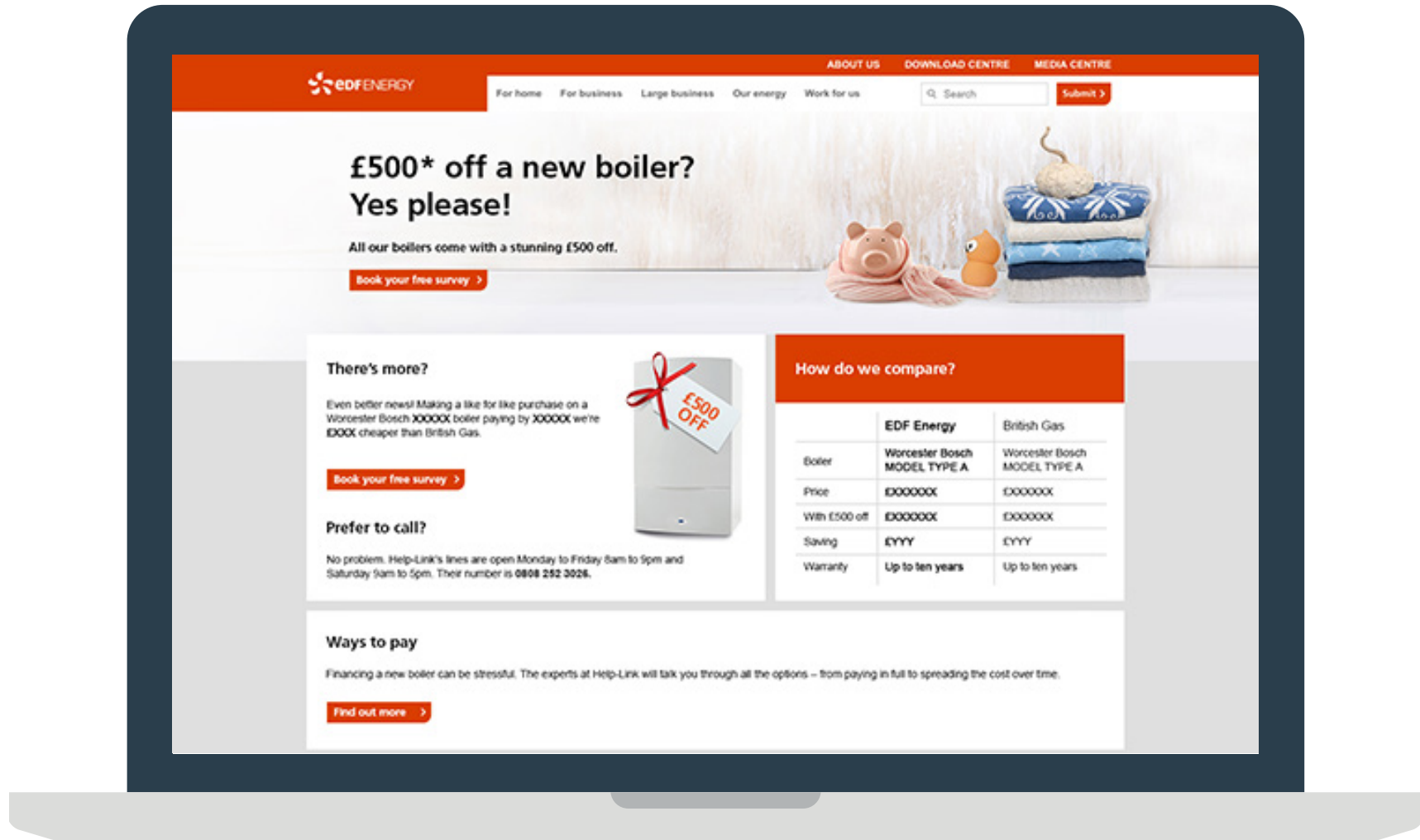
CMS Landing Page - Product Assessment

Boiler Project 2017: The objective was to research, wireframe, and design a campaign landing page targeting the Traditional working class and Precariat sectors. The landing page needed to be user-friendly on both desktop and mobile platforms, with a focus on simplicity and ease of navigation. While highlighting the main offer was crucial, special attention was also given to accessibility and catering to vulnerable clients.

The project faced limitations due to the Drupal grid layout. EDF Energy's stringent web guidelines, established through extensive testing for optimal user experience, had to be adhered to. Testing was conducted by a third-party team to ensure compliance with these guidelines.

EDF Energy

CMS Landing Page - Product Assessment



Bupa Global

Bupa Global Testimonials Campaign

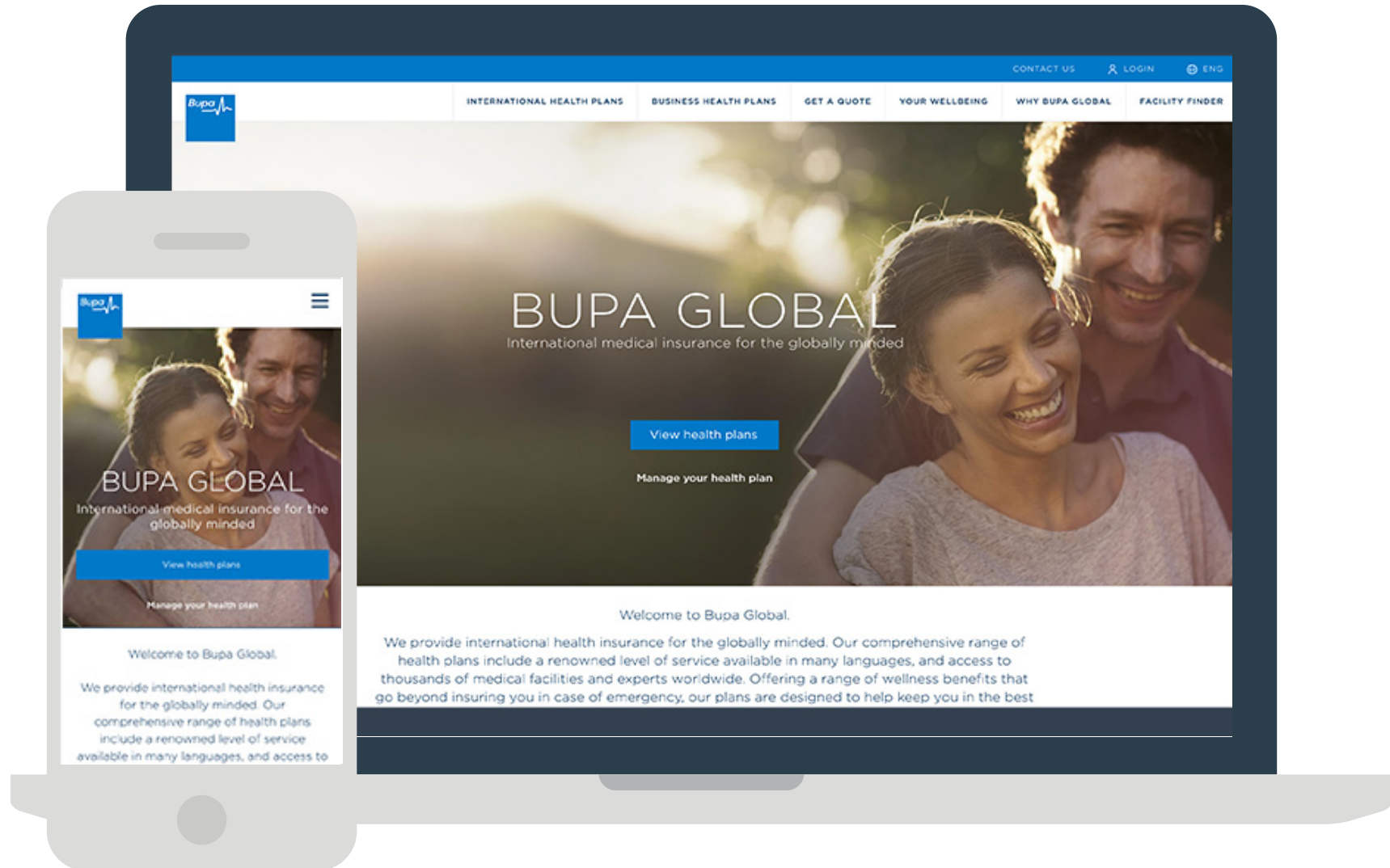
Bupa Global Testimonials Campaign: The primary focus of this page was the incorporation of video content. Given that the audience accessing this page might be individuals in need of care due to conditions like cancer, creating a calming and easy-to-navigate experience was paramount for both design and user experience.

A responsive page was required to prominently showcase video content alongside key product information relevant to the stories presented in the videos. Research on leading video content sites was conducted to inform the design process. Wireframes were developed and subjected to testing at both low and high fidelity stages. team for implementation.

The final designs underwent refinement and further testing before being handed over to the development team for implementation.

Bupa Global

Bupa Global Testimonials Campaign



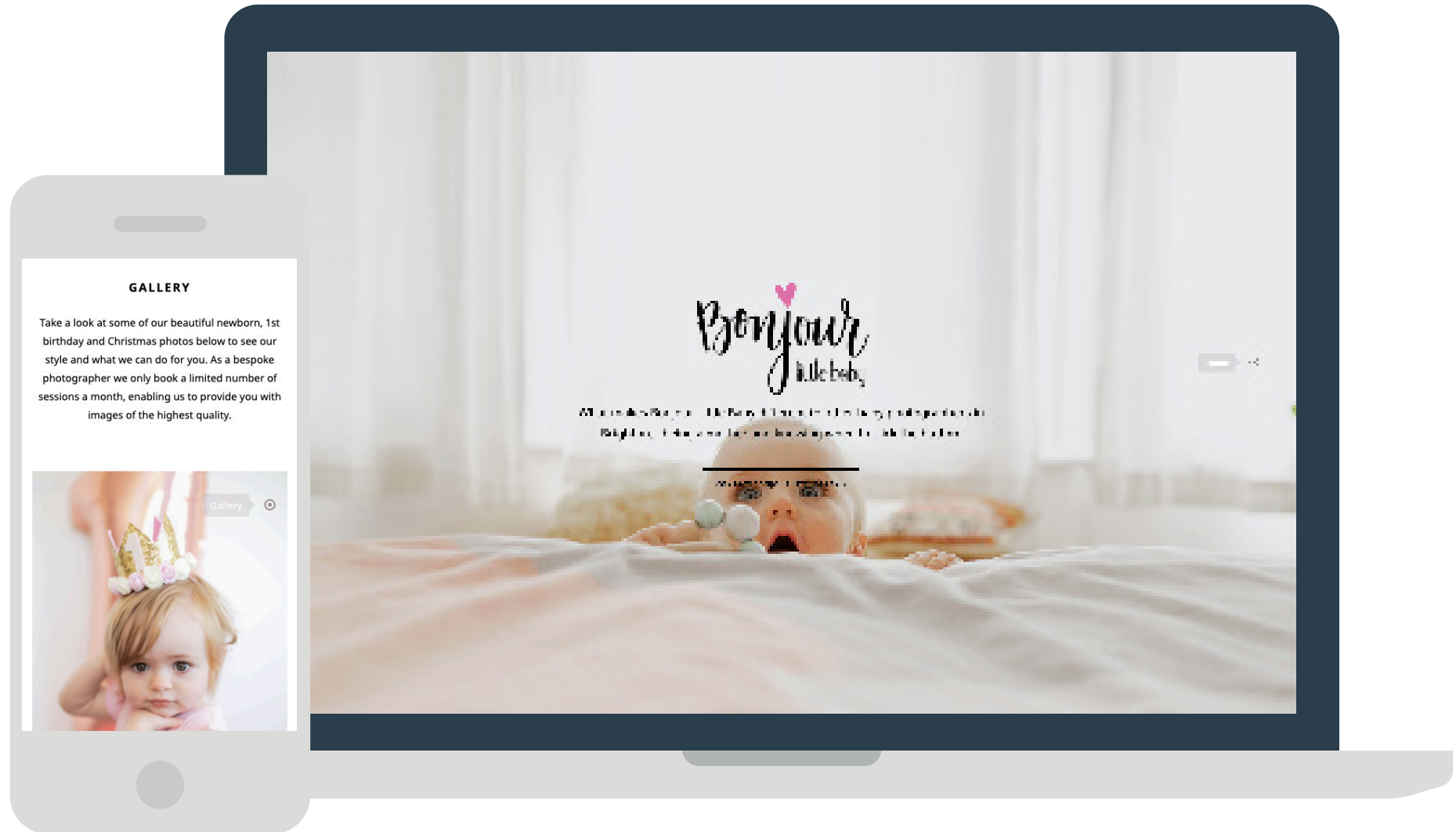
Miscellaneous

Digital design, development, and print projects:

With a background in both print and digital design, I've had the opportunity to contribute to a variety of projects for numerous companies throughout my career. Below, you'll find examples showcasing websites I've designed and built, email templates crafted to meet the highest deliverability standards, printed collateral, and even logo designs.

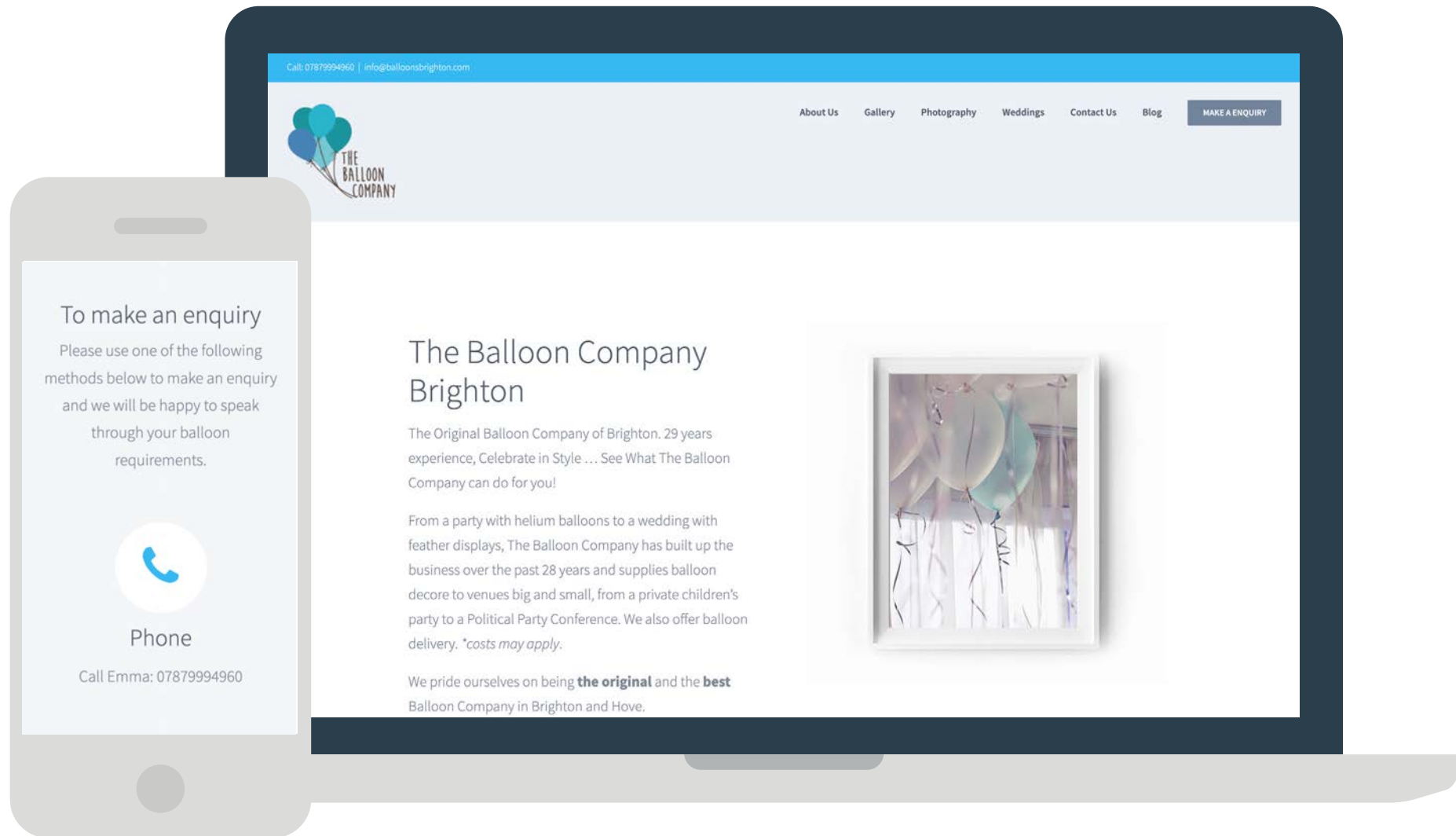
Bonjour Little Baby

HTML5 design and build



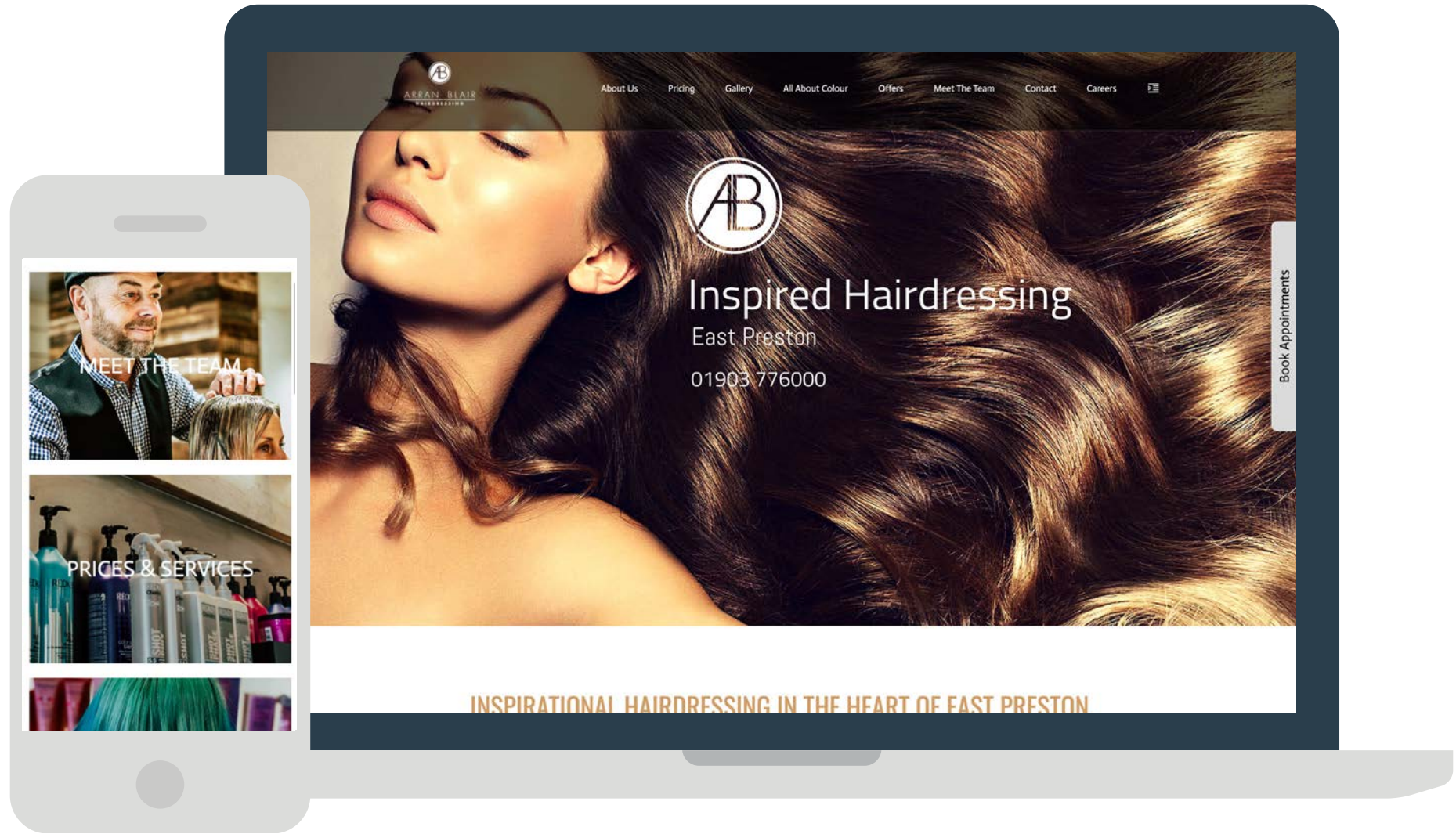
The Balloon Company

Wordpress design and build



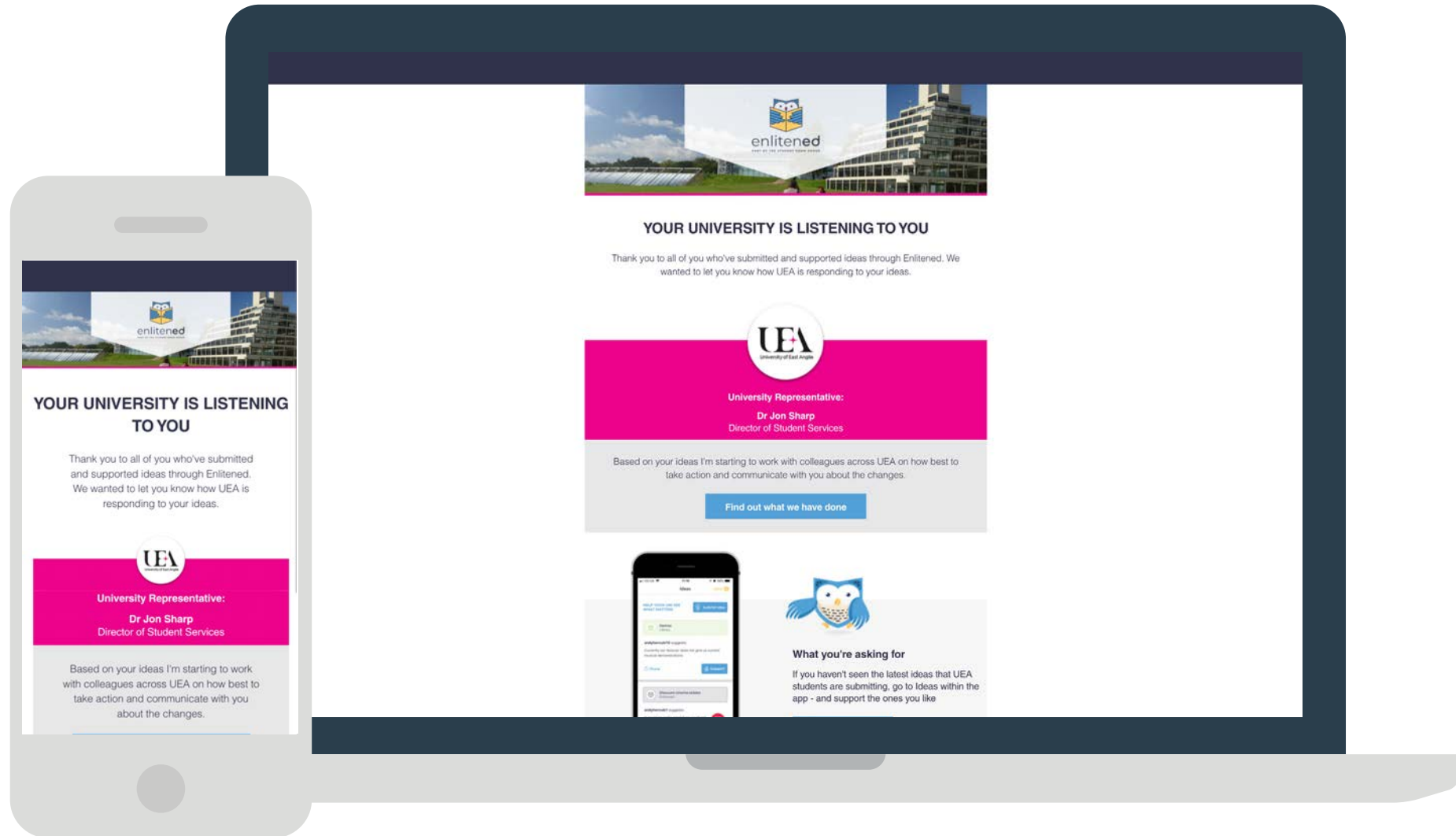
Arran Blair Hair

Wordpress design and build



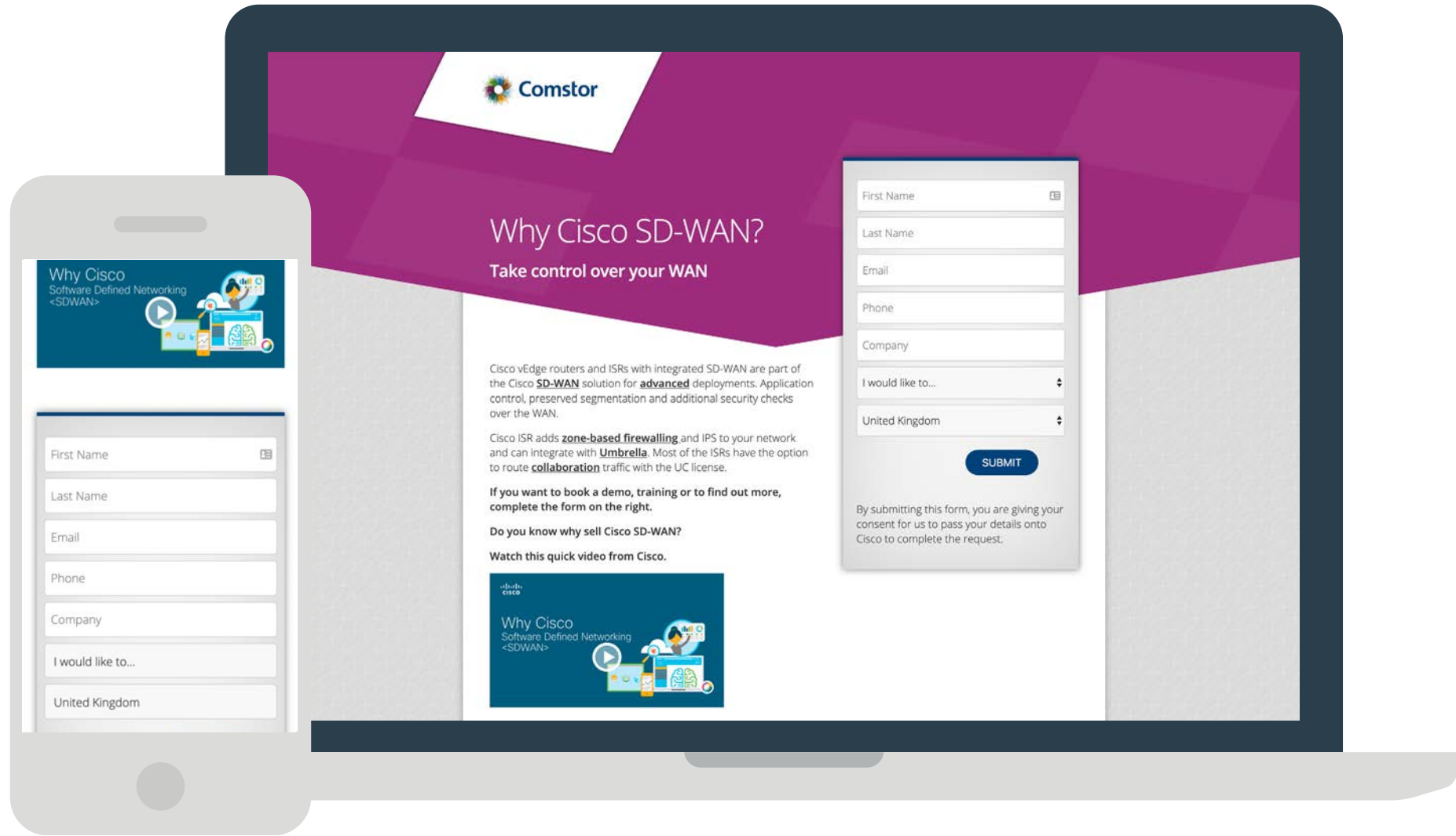
Enlitened

Email template - Design & build.



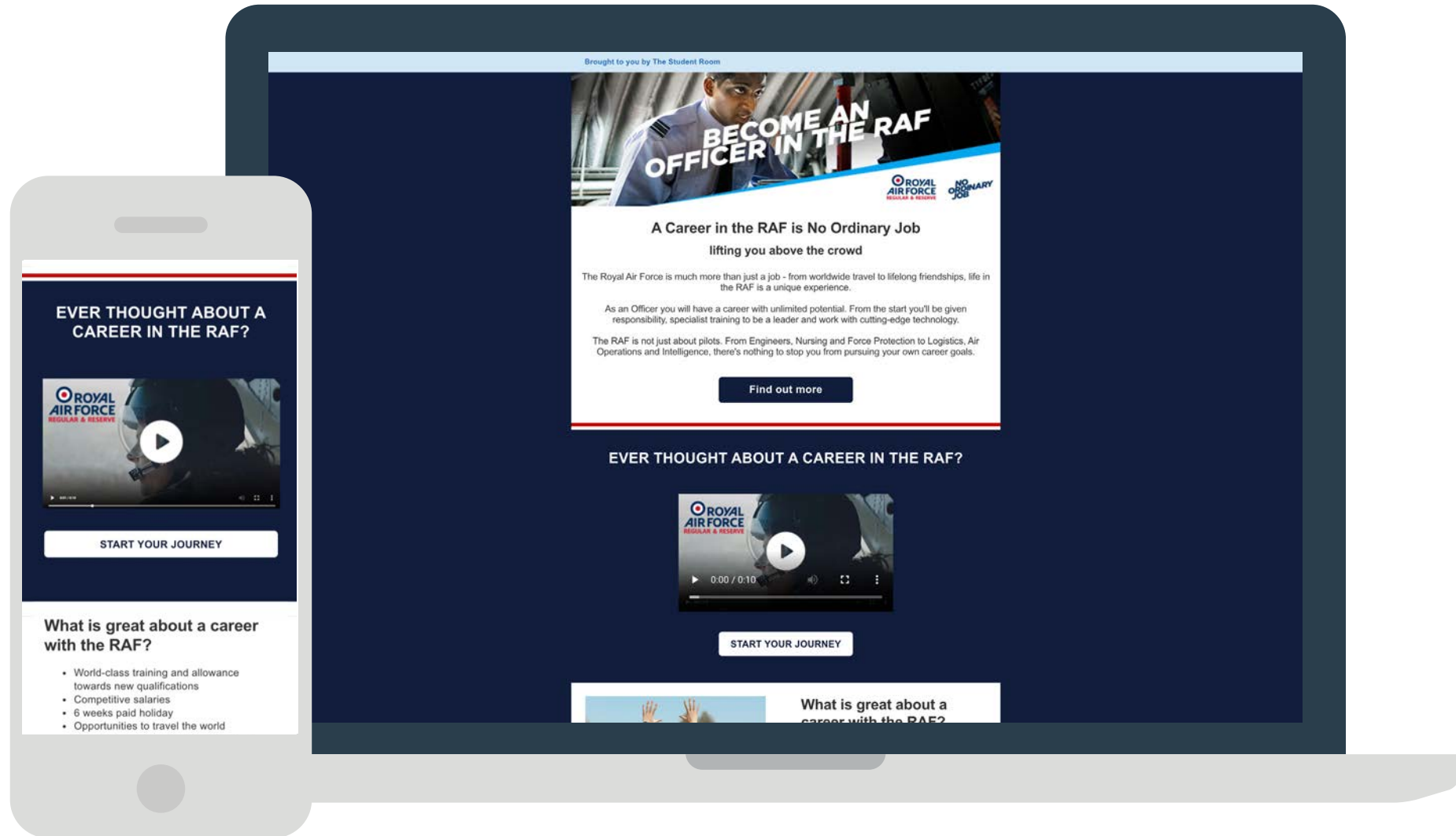
Westcom Comstor

Salesforce design and development



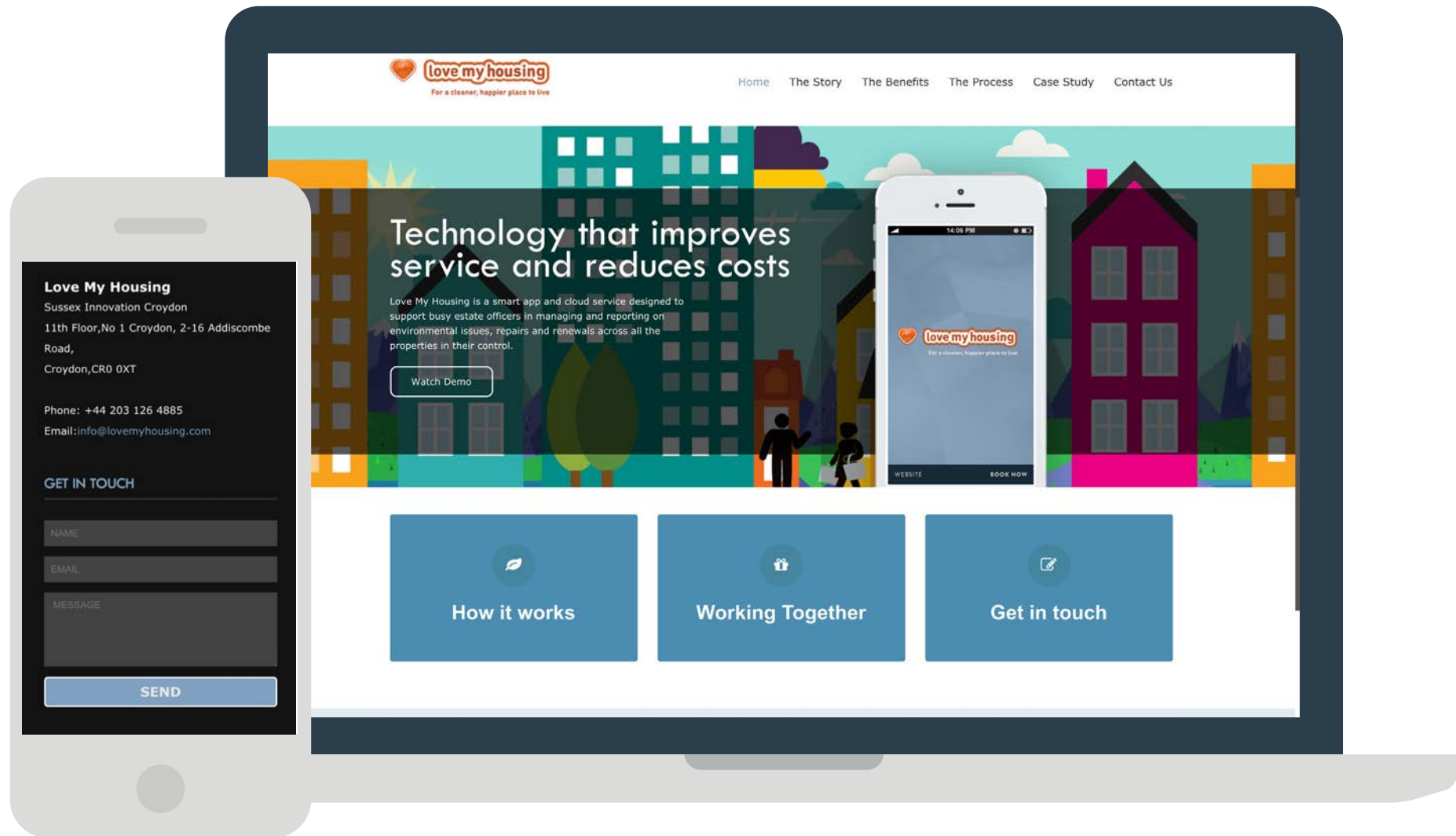
Royal Air Force (RAF)

Email template - Design & build + HTML5 embedded video.



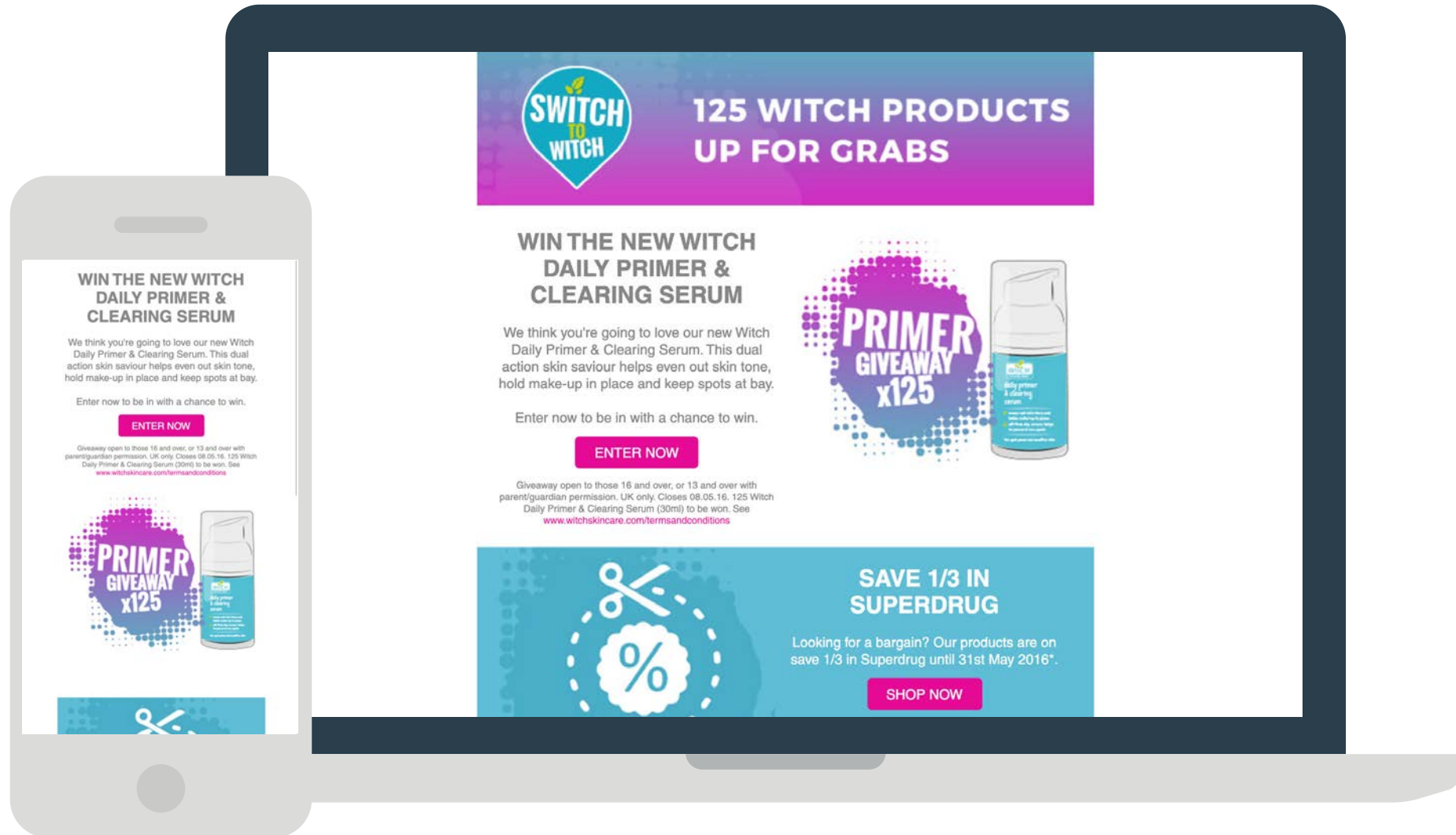
Love my housing

Wordpress design and build



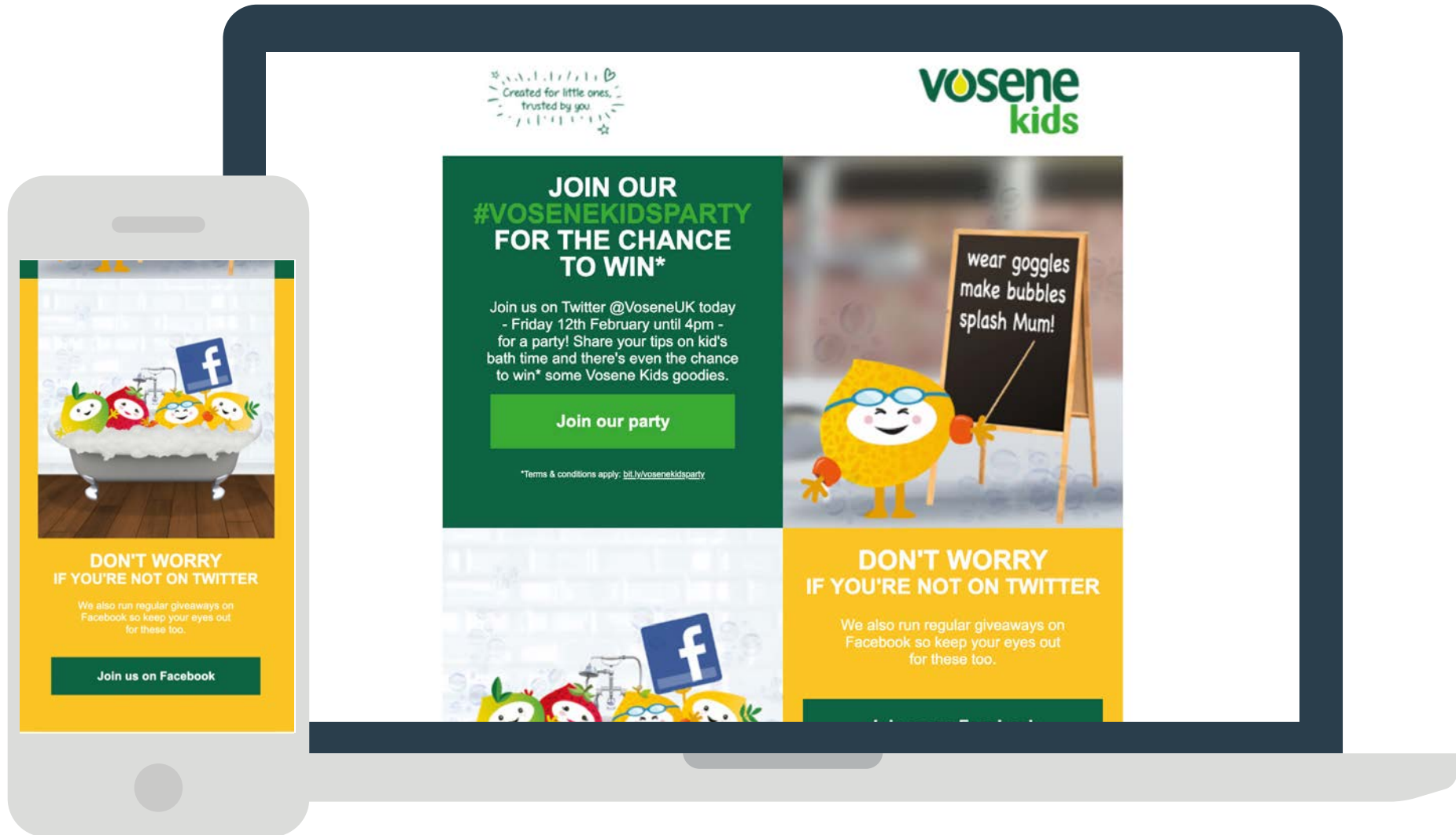
Witch Skincare

Email template - Design & build.



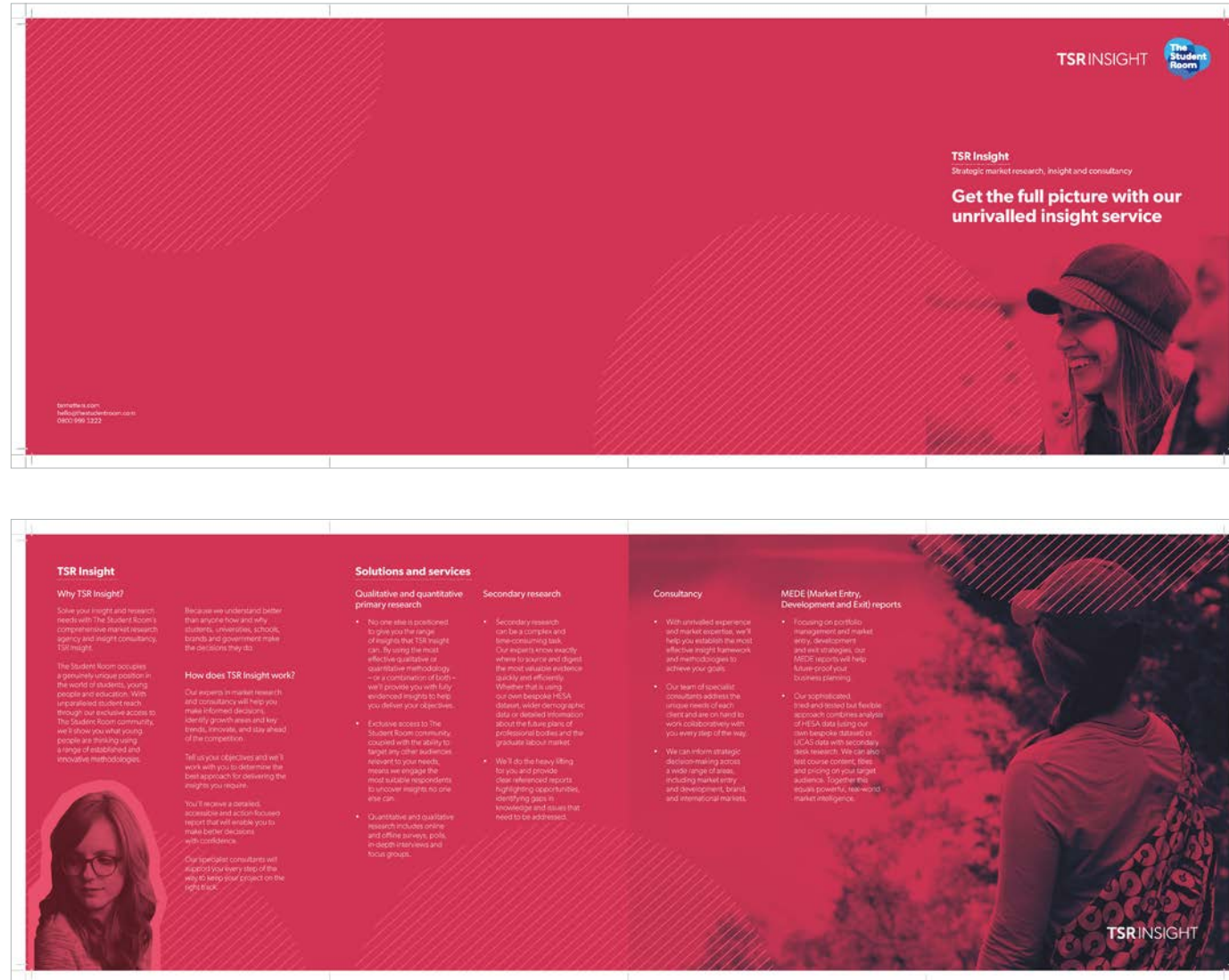
Vosene Kids

Email template - Design & build.



The Student Room

B2B Collateral (Printed).



Sales Collateral (Printed).



TWO OF THE BIGGEST, MOST TRUSTED BRANDS IN GLOBAL HEALTHCARE

Two of the most respected names in health care, Bupa Global and Blue Cross Blue Shield Global, have teamed up to deliver high quality business health care products and services.

Customers with U.S. cover will have access to the largest network of healthcare providers worldwide, utilizing both the Blue Cross Blue Shield network in the U.S. and Bupa's networks outside the U.S.

This combined strength, knowledge and expertise means customers can be confident in knowing that they have access to quality healthcare when and where they need it.

Find out more about our business health plans on the next few pages.

Bupa is a registered trademark of Bupa, an independent member of Blue Cross and Blue Shield Association, an association of independent Blue Cross and Blue Shield member companies. Blue Cross and Blue Shield Association is a not-for-profit organization. Bupa is a registered trademark of Bupa, an independent member of Blue Cross and Blue Shield Association. Blue Cross and Blue Shield Association is a not-for-profit organization. Blue Cross and Blue Shield Association is a not-for-profit organization. Blue Cross and Blue Shield Association is a not-for-profit organization.

WORLD CLASS BUSINESS HEALTH PLANS

Designed with the help of
california across three continents,
the simple reward range brings the
same great service expected from
us, but it's more than just insurance.
In addition to offering benefits
with high rates to help ensure
your employees are protected, we
also look out for your employees'
all-around health with a number of
wellness services available.

OUR DIFFERENCE

A global team of advisors and health
experts who, between them, speak
multiple languages - and a network of
network organizations - there are just a
few of the things that make us different
and the perfect choice for you and your
business.

Putting you in control

With our business health plans, you're
always in control when it comes to cost
and whatever you need to avoid an
employee who one of our health plans
you can do it. We carry on in our hearts.

Second medical opinion

Sometimes your employees need a
little extra reassurance. That's why
we give them access to a second
medical opinion from world-renowned
specialists.

Multi lingual advisers

We offer 24/7 multi lingual support so
you can be sure that whatever you or
your employees need us, you'll be
understood.

**Direct settlement with the largest
worldwide network**

When your employees need us most
we'll be there with a network claims
service and for those customers with
U.S. cover direct settlement with the
largest network of healthcare providers
worldwide.

Growing with your business

It's good to know that should
your employees need to relocate,
International Private Healthcare Insurance
makes accessing healthcare one less
thing to worry about when they arrive.

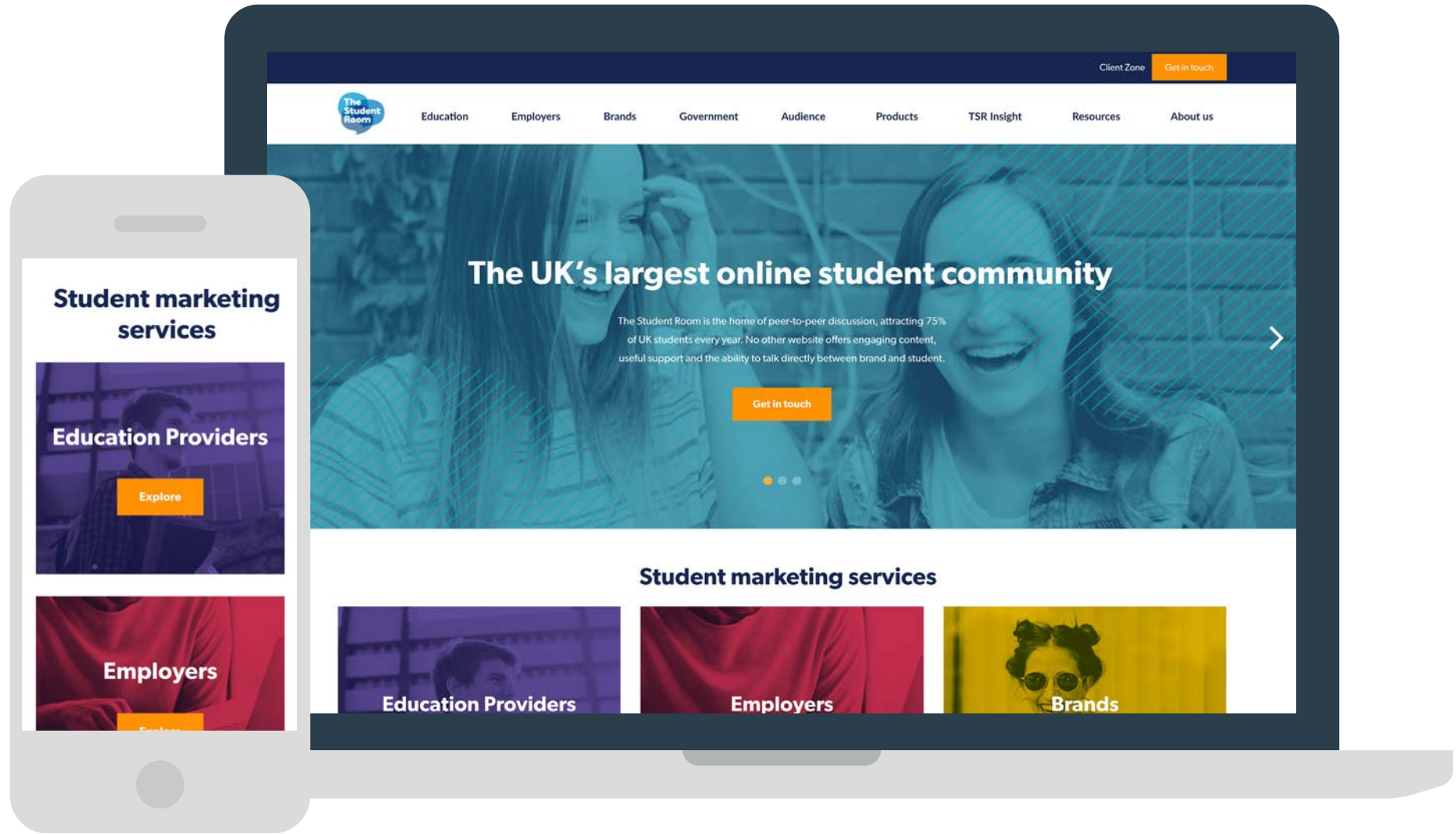
A strong business partner

With us and Blue Cross Blue Shield
Global by your side - one of the world's
leading healthcare organizations -
this experience makes us the ideal
healthcare partner for your business.

www.jamesbrookerdesigns.co.uk

TSR Matters

Wordpress Design and Development



Foot Golf - Spain

Logo design.



The Balloon Company

Logo design.



Project Run

Logo design.



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