

# JAMES KEMBER : SENIOR PRODUCT DESIGNER

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## SUMMARY

I am a passionate and reliable Senior UI/UX Designer. I love all things digital and have been fortunate to work with some great brands. For the past 10 years I have been creating pixel perfect digital design solutions. If you need help with your online design and UX then please get in touch.

TOOLS	SKILLS	LANGUAGES & CMS
<ul style="list-style-type: none"><li>● Sketch</li><li>● Adobe Creative Suite</li><li>● Axure</li><li>● Invision</li><li>● JIRA</li><li>● Confluence</li><li>● Trello</li><li>● Github</li><li>● Sourcetree</li><li>● Slack</li></ul>	<ul style="list-style-type: none"><li>● Product design</li><li>● User Experience design</li><li>● Interaction design</li><li>● Interactive UI design</li><li>● Visual identity development</li><li>● Creation &amp; documentation of visual style guidelines</li><li>● Typography &amp; illustration</li><li>● Product branding &amp; marketing</li><li>● Agile and Waterfall ways of working</li><li>● Smart decision making &amp; Prioritising</li><li>● Client engagement &amp; stakeholder management</li></ul>	<ul style="list-style-type: none"><li>● HTML5 / CSS3</li><li>● Wordpress</li></ul>

## OTHER SKILLS

- Wireframes
- Prototyping
- Multi-Variant Testing
- Quality Assurance Testing

## EXPERIENCE

Owner / Director : James Kember Studios Ltd - April 2014 – Present

Clients include:

Client: Experian  
Position: Lead Product Designer  
Date: Aug 2018 - Present (1 Year 6 months)



Client: Simply Business  
Position: Senior Product Designer  
Date: Feb 2018 - Aug 2018 (6 months)



Client: Tesco plc  
Position: Senior UI/UX Designer  
Date: July 2016 - Feb 2018 (1 year 8 months)



Client: Trinity Mirror  
Position: Senior UI/UX Designer  
Brand worked on: Mirror, Liverpool Echo, Daily Record  
Date: Feb 2016 - July 2016 (6 months)



Client: Heath Wallace (Agency)  
Position: UI Designer  
Brand worked on: HSBC  
Date: Nov 2015 - Feb 2016 (3 months)



Client: John Lewis  
Position: Senior UI/UX Designer  
Date: April 2014 - Nov 2015 (1 Year, 8 Months)



## Lead Product Designer ([CONTRACT](#)) : Experian

Aug 2018 – Present (1 year, 6 months) | London, Victoria

Experian's new Car Insurance Comparison Service - launched Aug 2019.

I was brought into Experian to lead on all aspects of UX and UI for their new Car Insurance product, this was a fantastic opportunity for me to get my teeth stuck into launching a new product from scratch.

Responsible for the look and feel of this 70+ question form was a great challenge and one that I felt I could bring a lot of experience to, having previously worked on forms at Simply Business and Tesco.

I helped define Experian's new, stable and multi-functional, responsive questionnaire, which was rolled out to other verticals after the great feedback ours got during internal testing.

Working in a 'Start-up' like environment the newly formed Insurance team made up of engineers, testers, product owners and of course myself, delivered a beautiful, fully integrated web application with over 40+ leading insurers and over 60+ brands for both in session and out of session users.

We've had fantastic feedback to date from users just getting a quote to customers who have gone onto buy a policy. Many of which have mentioned how quick, easy and simple the form was to complete and how they were easily able to compare different quotes and select the right cover and policy for their individual needs.

I was also able to show off my coding skills and my all round desire to get stuck in to anything during my 18 months at Experian, by picking up the odd simple 1 pointer story and helping the PO create, manage, refine and prioritise stories. Testing and quality assurance was an important principle in the team so I was often hands on testing with developers/testers during the implementation of my designs. This included multiple browsers, being able to run application code locally and fixing small UI bugs myself.

I was also fortunate enough during my time at Experian to work closely with the MD, looking at the future of Experian's 'Marketplace' and potentially what v2 could look like, coming up with early sketches and visual concepts.

I loved every minute of this role and wish Experian every success with this super product.

## Senior Product Designer ([CONTRACT](#)) : Simply Business

Feb 2018 – Aug 2018 (6 months) | London, Bank

I was responsible for the redesign of the fully responsive Business Insurance quote journey, from the initial question set (consisting of around 40 questions) to the results page. Implementing best practice form element design, at the same time developing a design system and design style guide for future consistency and integration for other product verticals, whilst helping Front End Engineers deliver a trusted and reliable component library.

That process started with a deep understanding of the customer's diverse needs and ended with user-friendly, elegant products and engaging user experiences.

This role required me to partner and collaborate with product managers, software engineers, and the business to plan and develop exceptional customer user-centric experiences.

Key responsibilities:

- Design beautiful, clear interfaces for our products by partnering closely with product and engineering to translate business and users' goals into elegant product designs
- Responsible for the whole end-to-end design: from low fidelity wireframes through to final high-fidelity designs.
- Collaboration with internal stakeholders and team members to brainstorm new products, features and functionalities that enhance the mobile and web experiences.
- Staying close to customers by working with the Customer Insight teams on user research events and testing designs with users.

## Senior UI Designer ([CONTRACT](#)) : Tesco plc

July 2016 – Feb 2018 (1 year, 8 months) | London, Clerkenwell

I worked within the One Account team at Tesco's digital technology studios in their Clerkenwell office, as a Senior UI/UX designer.

The sole purpose of this project was to create a common responsive UI for all customers using Tesco Groceries, Tesco Direct and Tesco Clubcard websites, allowing customers to register, sign in and access their account dashboard. Previously customers needed to sign in to multiple websites and amend data in numerous accounts.

Working in weekly agile sprints in a cross functional team, so far we have successfully delivered to date; Registration, Sign in, My account dashboard, Change password, Order a new Clubcard and Address book.

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## Senior UI Designer ([CONTRACT](#)) : Trinity Mirror

Feb 2016 – July 2016 (6 months) | London, Canary Wharf

At Trinity Mirror I worked on the new fully responsive website for The Mirror. Working closely alongside the head of UX and Design in our respective "agile" working teams made up of onshore/offshore developers, testers and product managers. I am responsible for creating innovative, pixel-perfect user interface designs and visual designs across the following 4 breakpoints:

- Desktop
- Tablet Landscape
- Tablet Portrait
- Mobile

Producing high visual HTML prototypes, whilst problem solving complex layouts for wide variation of content and presenting designs and selling solutions to various stakeholders across the business.

**Senior UI Designer ([CONTRACT](#)) : HSBC**  
Nov 2015 – Feb 2016 (4 months) | London, Shoreditch

At HSBC I took on the challenge of redesigning their current ATM UI, with an exciting brief which included the words "blue sky thinking".

I was intrigued at the prospect of the unlimited possibilities and the direction I could take this in. Immediately I wanted to move away from the traditional "8 button small screen" to a personalised, fully touch screen experience that could interact with your mobile device or wearables allowing users to quickly select the amount of money to withdraw, which would dispense without the need for any debit, credit card or PIN number.

The concepts designed were very well received by senior stakeholders and are now in development.

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**Senior UI Designer ([CONTRACT](#)) : John Lewis Partnership**  
April 2014 – November 2015 (1 year 7 months) | London, Victoria

As part of the continuous improvement at JL's head office in London Victoria, my role involved collaborating with UX designers and business analysts to define and implement quick and effective improvements to the Johnlewis.com storefront.

Working in an agile environment, with onshore and offshore team members and a monthly release cycle, day-to-day tasks included visual design mock ups across desktop and mobile devices; front-end mark up for the use of java and user interface developers to integrate into production servers; testing and QA; and further iterations based on live statistics and site monitoring.

Projects included:

- CHANNEL ONLINE
- QUICKVIEW
- WISH LIST
- LIVE CHAT
- BUNDLES

### **Senior Digital Designer : David Lloyd Leisure**

November 2012 – April 2014 (1 year 6 months) | Hatfield, Herts

I worked as part of the in house Creative Studio, reporting to the Creative Studio Manager. Responsible for all digital creative. Mainly overseeing all web projects and email communication Support and oversee the work of Junior & Middleweight Digital Designers.

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### **Senior Web & Graphic Designer : Accident Advice Helpline**

March 2012 – November 2012 (9 months) | Harrow, London

I worked as a Senior Web & Graphic designer at Accident Advice Helpline. Working across ten different brands either updating or re-creating new exciting innovative concepts. Digital work includes; websites, emails, banners and landing pages. Print work includes; brochures, leaflets, national press ads, magazine ads and billboards.

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### **Senior Digital Marketing Executive : OCADO**

September 2010 – February 2012 (1 year 6 months) | Hatfield, Herts

I took on this role as away of developing my skills and experience in Marketing and in particular email communication, I wanted to work in-house for a big UK brand in order to gain vital experience.

I worked within the Retention & Digital section and my responsibilities included the day-to-day management of e-mail communication focusing on all customer e-mails, including supplier funded e-mails, service messages, voucher e-mails and customer journey emails using the ESP Responsys.

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### **Digital Analyst : Britvic Soft Drinks**

January 2010 – September 2010 (9 months) | Chelmsford, Essex

\*GAP ROLE - To learn web analytics, SEO and PPC

## Digital Manager : Pioneer Technology Solutions Ltd

September 2007 - October 2009 (2 years 2 months) | Bishops Stortford, Herts

My role at Pioneer Technology was Digital Manager. The key purpose of my role was to redevelop the company's brand and create a new professional image for the company. This was successfully achieved by creatively developing a new company logo, and website My role also included managing the website and delivering monthly Analytical reports to the Directors detailing the online activity and providing them with statistics on how the website was performing. This helped to Improve Pioneer's search engine rankings, increase website visits and sales and track competitors.