

**James Brooker**

**Senior UX/Product Designer**

### **Personal Profile & Skills**

I am the current Senior UX/ Product Designer at Autovia (Auto Express, EVO Car, Octane etc). Day to day work involves sketching UX concepts, iterating these into user journeys and clearly annotated wireframes and producing low - high fidelity prototypes. UI also plays a big part in my product process so the stakeholder/client can get the best understanding of the product and build the best possible picture of the journey moving forwards.

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
- Google Optimize

- Pardot
- Art Direction
- Photo Retouching
- Video editing
- Animation
- Microsoft Office
- Email marketing
- Story boards

## **Employment History**

*Autovia (Formally Dennis Publishing), Jan 2022 - Present. Jan 2022. Job title: Senior Product Designer*

Working within the Digital Product team I manage and create UX/UI best practice experiences and products for the following brands: Auto Express, EVO Car, Car Buyer, Octane e.y.c. All aspects of UX/Product design are undertaken on a day to day basis.

*Dennis Publishing (Future PLC), June 2021 - Jan 2022. Job title: Senior UX/Product Designer*

Working within the Digital Product team I manage and create UX/UI best practice experiences and products for the following brands: The Week (UK & US), Evo Magazine, Money Week, ITPro, Kiplinger, etc. All aspects of UX/Product design are undertaken on a day to day basis. I also manage another UX designer which I guide and delegate work via Jira. Business contacts are both UK and International depending on the brand. All aspects of product design and are created including working very closely with external agencies for both creation and user testing.

*The Student Room, February 2018 - June 2021: 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 research 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 a keen golfer and love spending time with my wife and daughter at the weekends in our VW Camper van which we love to use for short holidays around the UK and Europe.