

James Pownall

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Professional Summary

Senior Product Designer with over 25 years' experience designing and scaling digital products across B2B and B2C platforms. Proven leader and mentor in UX and UI strategy, implementing and managing design systems, cross-functional collaboration, delivering measurable improvements in usability, productivity, and commercial outcomes. Extensive exposure across varied industries, markets and organizations, working in London, Sydney, Brisbane and more recently Gold Coast. From start-ups, advertising agencies and corporations such as Telcos, my strengths lie in taking a feature or product into research, concept, design, validation and visual design for development.

Hobbies and Interests

Surfing, travelling, camping, bushwalking, photography, videography, cooking, illustrating and oil painting.

Core Skills

- End-to-End Product Design (Mobile and desktop applications, and IPTV)
- Conducting requirement gathering interviews, ideation workshops, user testing and insight reporting
- Low to hi-fidelity wireframing and prototyping (Axure)
- Directing and producing creative visual design, interaction and micro-animations (Figma)
- Producing UX artifacts - user/customer journeys, information architecture, user flows, sitemaps and personas (Miro)

Professional Experience

- **iVvy / – Principal Product Designer**
December 2022 – Present | Gold Coast
 - Responsible for defining UX and UI strategy and execution plan.
 - Lead the adoption of a new Design System to replace an outdated server-side legacy system.
 - Introduced user flow patterns that reduced navigation and improved productivity by 60%.
- **Compare the Market – Senior Product Designer (Contract)**
October 2022 – December 2022 | Brisbane
 - Mentored three mid-weight designers.
 - Introduced Figma templates and new processes to improve design-to-development workflows.
- **Entain – Product Designer**
June 2022 – September 2022 | Brisbane
 - Designed new features and user flows for Ladbrokes and Neds across mobile and desktop platforms.

- **AutoGuru – Principal UX/UI Designer**

October 2019 – June 2022 | Gold Coast

- Led end-to-end design for AutoGuru’s business transformation for a new platform FleetGuru. Australia’s largest e-commerce fleet maintenance platform managing 285k+ Fleet vehicles for the majority of Australia FMC’s (Fleet Management Companies).
- Migrated existing design system from Sketch to Figma.
- Reduced AutoGuru’s key Marketplace Quote Funnel interactions by 57% and questions by 66%, significantly reducing drop-off and improving conversions.

- **Tabcorp – Senior UX/UI Designer (Contract)**

June 2019 – October 2019 | Sydney

- Led discovery workshops, prototyping, user testing, and design for Rubix internal trading platforms.

- **Ordermentum – UX/UI Designer (Contract)**

April 2018 – March 2019 | Sydney

- Delivered end-to-end UX/UI for B2B order management platform.
- Focus on retailer-facing iOS app and supporting desktop platform.

- **Telstra – Lead UX Designer (Contract)**

June 2017 – March 2018 | Sydney

- Grew a team of 5 UX/VD designers and lead platform UX design for B2B Enterprise Telstra Connect.
- Helped establish style-guides and design patterns and collaborated with development teams within an Agile Scum methodology.

- **Outware Mobile - Senior User Experience Designer**

November 2015 – May 2017 | Sydney

- Designed mobile apps for Citibank, ANZ, CarsGuide, Allianz, Samsung, and Woolworths
- Participating/facilitating in client workshops, ideations session and user testing.
- Designing wireframes, interactive prototypes, pitch presentations and user-testing reports.

- **William Hill - UI/UX Designer (Contract)**

November 2015 – May 2017 | Sydney

- Lead UI designer for redesign of native mobile app.
- Extended external agency early wireframes into new features and user flows, defining UI styles and patterns for future iterations.
- Converted iOS version to Android Material Design using native behaviors and UI patterns.

- **Optus - UI/UX Designer (Contract)**

July 2014 – March 2015 | Sydney

- Providing UI/UX solutions for internal communication projects, such as mini-sites and online apps such as an interactive guide and tool to record video, order stationary and create on-campus events.
- Android tablet app for contract engineers to manage their work schedule.

For additional work experience including print, packaging design and advertising, please view at:

<https://www.linkedin.com/in/jimmypownall/>