

James Webber

Lead UX/UI Designer

j.webber.ux@gmail.com
+44 (0) 7926 949 663
www.linkedin.com/in/jamesiwebber
Bollington, Cheshire

PROFESSIONAL SUMMARY

I'm a UX Design Lead with a strong design background, having worked at agencies like McCann, Origin/APS Group, and now CTI Digital. I combine creative thinking with strategy to design digital experiences that not only look great but also align with business goals. From user research to prototyping and quality assurance, I take ownership of the entire process to ensure the best possible outcomes. My focus is on creating intuitive, user-friendly solutions that drive engagement and improve conversions. Over the years, I've had the chance to work with brands like BBC, Manchester United, eBay, and Capital One, consistently delivering high-quality, user-centred designs.

CAREER SUMMARY

CTI Digital - Manchester
UX Design Lead • Feb 2024 - Current

As a UX Design Lead at CTI Digital, I lead UX processes across multiple client projects, ensuring designs align with business goals and enhance efficiency. I take an evidence-based approach, using user research, usability testing, and data-driven insights to create intuitive, user-friendly experiences. From information architecture to prototyping, I refine designs for clarity, accessibility, and real-world usability while effectively communicating decisions to stakeholders.

KEY RESPONSIBILITIES

- Lead UX design across client projects to align creative solutions with business goals.
- Conduct stakeholder interviews, kick-off meetings, and workshops to gather client insights.
- Perform heuristic evaluations and competitor analyses for immediate enhancements.
- Utilise data from Hotjar, Google Analytics, surveys, and user interviews to guide design decisions.
- Create and refine wire-frames and prototypes in Figma for web and mobile experiences.
- Present discovery findings to clients and stakeholders to gain support for improvements.

KEY ACHIEVEMENTS

- Designed and launched a new sign-in and registration portal for Visit-Britain
- Optimised patient on-boarding for Clinical Partners, leading to actionable business recommendations
- Increased Avon Protection's monthly revenue from \$9K to \$40K

CORE SKILLS

- Communication
- User-Centric Research
- Heuristic Research
- Information Architecture,
- Journey Mapping
- Wire-framing
- Prototyping
- User Testing
- UI Design
- UI Optimisation
- Interaction Design
- Accessibility
- Design Systems
- Brand design
- Creative Executions
- A/B Testing

TECHNICAL EXPERTISE

- Figma
- Miro
- Jira
- Photoshop
- Illustrator
- Lyssna
- Dovetail
- Hotjar
- Userfeel
- Contentsquare

EDUCATION

- University of Plymouth BSc (Hons) Design

MEMBER

- NUX Manchester
- TCC - Scrum Alliance

Parcel2Go.com - Bolton

UX Design Lead • Oct 2016 - Feb 2024

At Parcel2Go, I led user-centric design initiatives, combining creativity and data-driven insights to enhance customer experiences and boost conversions. I guided team development, project planning, and business engagement, using storytelling to align design decisions with brand strategy. By balancing UX and P2G objectives, I drove meaningful improvements across the company.

KEY RESPONSIBILITIES

- Improve product usability and overall user satisfaction at Parcel2Go.com and its partners.
- Implement, refine, and review UX best practices in the team to ensure we're achieving a high standard of UX and CRO from the team and report progress to the wider business.
- Use agile methodology to develop brand strategy and design systems that improve production.
- Plan, manage, and deliver design projects with transparency, collaboration, and communication across the business.

KEY ACHIEVEMENTS

- Revamped the Parcel2Go website using UX best practices, achieving a record \$100M year (30% YoY growth). This led to a SAAS rollout for blue-chip companies like Royal Mail and Fed-Ex, driving \$200M (38% YoY growth) for the Parcel2Go group.
- Initiated bi-weekly bug reporting to enhance user experience and identified key improvements
- Achieved a 4-star Trust-pilot rating, the highest among courier comparison sites, with 69% 5-star reviews during my tenure.

Think Money Group - Manchester

UX/UI Designer • Nov 2013 - Oct 2016

At Think Money, I worked closely with internal stakeholders, leading a team of talented designers and developers to create seamless digital experiences that exceeded expectations. Our focus was on optimising customer conversion, using a collaborative and user-focused approach to enhance online interactions and drive meaningful results.

KEY RESPONSIBILITIES

- Collaborated with development teams to ensure the seamless implementation of responsive designs across product platforms.
- Implemented design thinking methodologies to encourage a culture of innovation within my team.
- Conducted evaluations and offered mentor-ship to members within my team, nurturing their evolution and growth.

KEY ACHIEVEMENTS

- Managed and produced a high-impact on-boarding process that resulted in a greater level of customer on-boarding and data capture across debt management products.
- Successfully re-branded, redesigned, and relaunched Ocean Finance as a credit card product.
- I led the design and execution of the TM Group re-brand, overseeing its implementation throughout the entire company and campus.