



# James Newson

Senior Product Designer

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## Profile

I'm a digital product designer, passionate about crafting pixel-perfect experiences and guiding them from concept to delivery. I thrive in collaborative environments and firmly believe that delivering well-rounded solutions with UX at their core is the key to both satisfied clients and consumers.

My career has seen me develop dynamic partnerships with brands, where I've honed my craft in a multitude of dynamic settings. Whether navigating the intricate landscape of client-side projects, diving into the creative whirlwind of agencies, or working freelance, each experience has woven a unique thread into the vibrant tapestry of my skill set.

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## Skills

Design system structure and deployment | Concept generation & development | Meticulous eye for detail | Able to digest complex ideas and form intuitive user experiences based around User Centered approaches | Understanding of client needs and able to adapt quickly | Clearly and succinctly communicate with clients

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## Career History

**James Newson Ltd** | Senior Product Designer - London

### *News UK - NewsKit Design System*

August 2019 - July 2023

Working as part of the small NewsKit Design System team, I was the Senior Product Designer for the system overseeing the structural approach for deploying a multi brand system. With a large component library of 60+ components we had complex task of managing adoption, support and governance of the system.

The role encompassed the following aspects:

- Definition of token structure and semantics
- Onboarding of new designers to the system and Figma
- Support clients with adoption across multiple brands and markets
- Create component specs and liaise with engineers to provide comprehensive, responsive and accessible components
- Manage the systems libraries and improve these over time, whilst also providing solutions for specific design requirements from the systems users
- Running of drop in clinics for focussed support for either one to one or group sessions
- Set up theming structure and process for deploying NPM theme packages for full engineering and design alignment

### *Merchant Cantos*

April 2019 - June 2019

This was a short contract working as a design lead in a client facing role for a non profit organisation. Working closely with an existing and established team in an agile framework overseeing the evolution of a design language.



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## *Digitas*

August 2018 - March 2019

Working as Design Lead on the redesign for HSBC's future global banking platform from project discovery through to final concept vision.

With an aggressive timeline and a complex stakeholder system to navigate we designed a simplified visual system and UI that utilised behavioural data to create more meaningful and relevant experiences for customers.

## *Helpful*

January 2018 - Jun 2018

A small and focused startup where I designed a platform for mobile and online applications to help tackle the rise and recycling of single use plastic. Working with offsite development teams and in-house clients we delivered a new strategy for getting people to ditch single use plastics in favour of more sustainable solutions

## *Sapient Razorfish*

August 2016 - Dec 2017

Working as part of a Digital Lab for Lloyds bank, I worked on a number of projects which were all aimed at improving the customer experience around the suite of products Lloyds offers. I also set up new techniques within the group which aimed at improving the systematic approach to designing, and it's effectiveness across the multiple teams in the Lab.

These were the early stages of what became the Constellation design system for Lloyds banking group.

## *Hugo & Cat*

December 2015 - June 2016

Art Director for the Sony Global account, which required overseeing design direction for a number of new product launches across a varied spectrum of the Sony range. Fast prototyping and product page developments were needed to coordinate with teams in Japan.

## *Digitas LBi*

January 2015 - July 2015

UX and Art Direction on a microsite for the Aramco World Cultural Centre, Ithra

## *Lost Boys*

October 2014 - January 2015

Art Direction and design for an innovative, responsive investment platform. Working closely with UX and development teams in an agile environment to produce in-browser design solutions.



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## *Digitas LBi*

December 2013 - October 2014

- Lead designer for Honda automotive, designing responsive page module concepts.
- Worked across both application and responsive dotcom redesigns for Cathay Pacific Airlines. This was a challenging agile project working closely with UX to form rapid prototyping models and up-skilling a team based in Hong Kong.
- Lead designer of the UX workflows, styling and design concepts for a Sony product launch campaign.
- I also had the opportunity to work on concepts and designs for E.ON, AstraZeneca and GSK

## *Saatchi & Saatchi*

October 2013 - December 2013

Development and design direction for the creation of a brand guardian manual for Pampers.

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## **We Love Digital** | Senior Art Director - London / Sweden

September 2010 - September 2013

Whilst at We Love Digital I was challenged, thrived on new experiences and forged professional relationships, which saw solid growth in the agency. Working with the larger accounts I was a key member of the team specialising in digital strategies and guiding the direction of clients' needs. In particular, I played a senior role in our working relationship with Sony, which saw me relocated to Sweden for 10 months for the launch of Sonymobile.com. My position was to provide strategic UX-led design direction which would form the basis of the company's newly formed direction as they shifted from Sony Ericsson to Sony Mobile.

Providing strategic direction, art direction – involving collaboration with multiple European agencies – coupled with solid UX understanding making sure that we consistently deliver above client expectations.

- Sony, Sony Mobile, MTV, L'Oreal, Coca Cola, Kingfisher Beer, World MS Day and Emirates
  - Developed strong relationships with clients to establish growth in the agency
  - Helped develop the Sony account growing it from £220K to £440K per quarter.
  - Built and managed a solid design team, supporting them in their development
  - Oversaw creative output from the complete agency.
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## **Bluezero Ltd** | Freelance Art Director - London

March 2009 - September 2010

Working on a variety of projects whilst freelancing from start-up apps, agencies and large organisations, all provided me with invaluable experience that added to my established skillset. I was able to understand the importance of UX and provide first-hand knowledge and direction to projects, which needed insight and maturity to perform. Working with clients such as RBS, ThinkIS, Coca Cola, IBM, GPJ and the BBC.

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**IMG Media** | Senior Designer - London

May 2005 - March 2009

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**TWii** | Interactive Designer - London

May 2000 - May 2005

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**Straight Line International** | Graphic Designer - New York

Oct 1999 - May 2000

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**IMG - Creative Services** | Graphic Designer - London

September 1998 - October 1999

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## *References*

Available upon request