

Erin James

UX/UI DESIGNER



What I do is equal parts art and science. I use a mix of creativity, critical thinking and empathy to find the best ways for businesses to connect with their customers and craft people-focused solutions to business challenges.

EXPERIENCE

Senior Graphic Designer Hot Soup Marketing Group

April 2010 – August 2021 Vancouver, BC

- Developed and delivered effective designs for websites, landing pages, digital advertising, branding, packaging and a range of marketing materials.
- Collaborated with project manager and developer to understand and define project requirements.
- Created and defined graphics standards manuals to ensure consistency across marketing collateral.
- Designed landing pages for ad campaigns and collaborated with developer for accurate implementation.
- Performed research and competitive analysis to understand clients target audience and how to best position them in the market.
- Led design development from concept to implementation.
- Managed design teams to deliver projects within tight deadlines.
- Designed materials that effectively supported clients' business goals.

Freelance Graphic Designer

January 2008 – Present Vancouver, BC

- Designed and delivered a range of marketing materials for a diverse set of clients that enabled them to meet business goals.
- Effectively communicated with clients and stakeholders to clearly understand business goals.
- Delivered projects on time and on budget.
- Worked with businesses from a range of industries, including: health and wellness, food and beverage, hospitality, real estate, finance.

Get in Touch

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EDUCATION

Emily Carr University of Art + Design

September 2021 – April 2022 Vancouver, BC
User Experience Design Certificate Program

NSCAD University

September 2002 – June 2007 Halifax, NS
Bachelor of Design (Honours)
Major in Communication Design

SUMMARY OF QUALIFICATIONS

- Over 13 years of Graphic Design experience, in both digital and print design
- Skilled in visual communication with a clear understanding of design principles and how they are applied
- User research, critical thinking and analyses to achieve client and project goals
- Skilled in leading and managing projects and design teams
- Strong communication skills, client facing and internal

SKILLS

UX Design: Design Thinking, User Research: Usability Testing, Interviews, Surveys, A/B Testing, and Card Sorting, IA, User Flows, Journey Maps

UI / Visual Design: Visual Communication, Design Principles, Wireframes + Prototyping, Style Guides + Libraries, Strategy + Implementation

Soft Skills: Critical Thinking, Problem Solving, People-focused, Strong Communication + Presentation Skills, Project + Time Management, Collaborative

TOOLS

Adobe Creative Cloud (XD, Illustrator, InDesign, Photoshop), Figma, Miro, Useberry, Optimal Workshop