

Erin James

SENIOR PRODUCT DESIGNER | VANCOUVER, BC



SUMMARY

Eighteen years of design experience, built around one question: how do I make things easier to understand? That's driven my product design work across the full range of what a project needs, from leading discovery and research through to final UI and developer handoff, and everything in between. Owned product direction and design strategy, coordinating with clients and leading front-end developers directly, and brought AI into that process deliberately, looking for where it genuinely speeds things up without compromising the thinking behind good design.

EXPERIENCE

Senior UX/UI Designer, Sparkgeo

Sept 2022 – Aug 2026 Vancouver, BC

- Led end-to-end UX research and UI design across a range of data-driven applications for geospatial products.
- Integrated AI throughout the design process, using Claude for research synthesis and Figma's AI features for rapid prototyping, and building a custom skill that cut ticket writing time in half.
- Established and documented requirements with clients and stakeholders, and prioritized features and interface work with front-end developers.
- Defined the design system adopted across projects and built standardized templates for user research and usability testing, establishing repeatable, consistent practices across the design team.
- Conducted usability testing using task-based scenarios, surveys, and bug report data to inform design improvements.
- Built geospatial domain expertise from the ground up, translating unfamiliar technical concepts into clear, usable design decisions.

Designer Freelance

January 2008 – Present Vancouver, BC

- Provided freelance design services across health and wellness, food and beverage, hospitality, real estate, and finance industries.
- Designed visual assets for digital and print media, including website layouts, branding, product packaging, and marketing collateral.
- Partnered with clients to understand business goals, conducting research to inform design direction and ensure work aligned with brand and market context.
- Presented design concepts to clients and refined work based on feedback through to final delivery.

Senior Graphic Designer, Hot Soup Marketing Group

April 2010 – August 2021 Vancouver, BC

- Led and managed a design team, collaborating with developers, copywriters, project managers, and social media managers to deliver effective, on-brand designs.
- Designed visual assets for digital and print media, including websites, landing pages, digital advertising, branding, and packaging, ensuring consistency with brand guidelines and usability best practices.
- Developed and maintained style guides, templates, and libraries to streamline design workflows across the team.
- Managed multiple design projects and client relationships simultaneously, delivering on time and within budget.

EDUCATION

User Experience Design Certificate Program

Emily Carr University of Art + Design

September 2021 – April 2022 Vancouver, BC

Bachelor of Design (Honours), Major in Communication Design

NSCAD University

September 2002 – June 2007 Halifax, NS

CERTIFICATES

Product Psychology Masterclass

Growth.Design

May 2024

SKILLS

Product Design, UX/UI Design, Design Strategy, AI-Assisted Design, Design Systems, Information Architecture, Data Visualization, Dashboard Design, User Research, Usability Testing, Wireframing & Prototyping