

Erin James

SENIOR PRODUCT DESIGNER | VANCOUVER, BC



Designing clear interfaces for data-driven products, using AI to move faster without losing the thinking behind the design.

EXPERIENCE

Senior UX/UI Designer, Sparkgeo September 2022 – August 2026 Vancouver, BC

Geospatial consultancy building data-driven web applications and dashboards. Designed map-based tools that help non-technical and expert users explore and understand their data.

- Owned design end to end on more than a dozen client engagements, from discovery through developer handoff.
- Integrated Claude for research synthesis and Figma's AI tools into the design process, including a custom AI skill that cut ticket-writing time in half.
- Documented product requirements with clients and stakeholders, preventing scope creep and reducing time spent building features that weren't needed.
- Coordinated with engineers on implementation, QA, and bug resolution, catching issues before launch and reducing back-and-forth between design and development.
- Selected a design system adopted across company projects and built standardized user research templates, improving consistency and efficiency.

Senior Graphic Designer, Hot Soup Marketing Group April 2016 – August 2021 Vancouver, BC

- Designed visual assets across 50+ client accounts, spanning websites, landing pages, digital advertising, branding, and packaging.
- Led and managed a design team of four, collaborating with developers, copywriters, project managers, and social media managers to deliver on-brand designs.
- Developed and maintained style guides, templates, and libraries, cutting repetitive design work and speeding up onboarding for new hires.
- Partnered with developers to implement designs, ensuring technical feasibility, performance, and accessibility.

Graphic Designer (contract), Hot Soup Marketing Group April 2010 – April 2016 Vancouver, BC

- Delivered branding, print, and digital design work for a range of clients, which led to being hired full-time as Senior Graphic Designer in 2016.

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

Product Psychology Masterclass

Growth.Design May 2024