Erin James

SENIOR PRODUCT DESIGNER | VANCOUVER, BC
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18 years of experience across product and graphic design, shaping and delivering data-driven products with an eye for craft and using AI to move faster without losing the thinking behind the work.

EXPERIENCE

Senior Product Designer, Sparkgeo September 2022 – August 2026
Geospatial consultancy building web applications that help users explore and understand complex data.

Digital Earth Pacific, Coastline Change Dashboard

- Designed a 0 to 1 coastline change dashboard and led project management for a three-person team over six months.
- Guided a client new to working with a product team on scope, milestones, and deliverables.
- Gave decision makers across Pacific nations clear evidence of where the coastline is changing most, to prioritize resources and justify investment.

Canadian Institute of Forestry, Urban Forests Application

- Led design on a 0 to 1 national urban forestry data hub across two phases, and helped decide deliverables as a member of its National Advisory Committee.
- Scoped the first release to budget and planned the remaining features for a second phase, which the client later funded.
- Consolidated over 4.3 million tree records from across Canada into one place, replacing manual searching across disconnected municipal portals.

Pipeline Operations Platform

- Owned design and co-led product and project management on a year-long, ground-up replacement of a legacy operations platform.
- Prioritized requirements with the client by impact on users' main workflows, so the launch covered the work users do every day.
- Delivered a platform that met the original business case, described by users and the client as a clear improvement.

Senior Graphic Designer, Hot Soup Marketing Group April 2010 – August 2021
Full-service marketing agency. Designed on-brand work for web, advertising, and packaging.

- Led a design team of four across 50+ client accounts while staying hands-on, owning client relationships, team management, and the quality of the team's work.
- Built and maintained style guides, templates, and libraries the team used across client work, cutting repetitive design work and speeding up onboarding for new hires.
- Partnered with developers to implement designs, ensuring technical feasibility, performance, and accessibility.

EDUCATION

User Experience Design Certificate Program
Emily Carr University of Art + Design September 2021 – April 2022

Bachelor of Design (Honours), Major in Communication Design
NSCAD University September 2002 – June 2007

Product Psychology Masterclass
Growth.Design May 2024