

# Samuel James

## UI/UX Designer

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15 years of experience across print, motion, and product. Meticulous by nature, systems-focused by practice. Obsessed with the detail that makes complex products feel effortless.

## Experience

February 2022–Present

### AXA UK – UX/UI Designer

- Owned and scaled a multi-brand design system serving six brands, building and maintaining a 3-tier token architecture that spans Figma, code, and external partner workflows.
- Worked directly with engineers to ensure design decisions flowed from Figma into production, maintaining token alias chains, component documentation, and governance that made the system usable without hand-holding.
- Onboarded new external brands into the system, translating brand identity into scalable, buildable components and working with partners to final delivery.
- End-to-end product design across teams, from problem framing and workshop facilitation through journey mapping, user testing, and delivery.
- Operated as the bridge between brand ambition and engineering constraints, shaping what gets built and how the system evolves, not just how it looks.

July 2012–2021

### University of Brighton – UX & Digital Designer

- Led the university website redesign and owned the design system end-to-end.
- Worked across print, digital, and motion, defining brand standards and producing animated campaign content that drove measurable increases in student recruitment.

June 2007–July 2012

### Redcat Marketing Ltd – Graphic Designer

- Sole designer across two publications. Delivered print across catalogues, brochures, and exhibition materials for a range of clients, including promotional work for Team Suzuki Racing internationally.

## TOOLS

Figma  
After Effects  
Claude  
InDesign  
Illustrator  
Photoshop  
Premier Pro

I learn new tools quickly so if you use a different tool that works well in your established workflow, I would be happy to learn it.

## HARD SKILLS

Art direction  
Branding design  
Design Research  
Interactive prototyping  
Motion graphics  
Photography  
UX design  
Video editing  
Visual design

## SOFT SKILLS

Critical thinking  
Effective communication  
Presentation  
Problem solving  
Self-Motivation  
Teamwork  
Time management

## EDUCATION

2004–2006

Brighton College of Technology  
Design and Applied Arts Bachelor  
of Technology (BTech)

1999–2004

Tideway Secondary School  
GCSE's B–C