

James Sparkes

Product Designer

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About

I'm an adaptable problem-solver who loves creating thoughtful user experiences, improving product adoption, and boosting client satisfaction. My work helps businesses attract and retain users, win new clients, and deliver real impact. Strategy, storytelling, and business outcomes are central to how I design. While I focus on digital design, my personal interests in physical product design, service design, architecture, and urban planning give me a broader perspective. I adapt quickly to new tools, collaborate well with teams, and make use of AI, but critical thinking, empathy, and real problem-solving always stay at the core of my work.

Experience



Senior UI / UX Designer

FIXR | London, UK, Hybrid

Feb 2022—Present

Redesigned and optimised key experiences for an events ticketing platform | Improved organiser onboarding, increased ticket sales, and stronger client retention | Delivered mobile-first, user-centric solutions across analytics, CRM tools, and ticket buyer journeys | Developed scalable design systems and branded integrations to support growth, streamline operations, and win clients ranging between £20k-120k per year revenue each including a £1m client



Product Designer

AMBIO-N CircularSource | London, UK, Remote

Jul 2021—Feb 2022

Led UX design for a B2B marketplace, improving usability and consistency across procurement tools | Established a modular design system used across the platform and a new marketing site | Designed an easy to customise investor deck that helped the company secure £1.5M in funding



Product Designer

Kuula TV | London, UK, Remote

Jan 2021—Jul 2021

Defined the visual identity and streamlined media management for an online teaching platform, supporting brand growth and content scalability | Delivered marketing designs, a white-label design system, and pitch decks that helped secure client partnerships to drive platform growth 300%



Product Designer

The Collective | London, UK

Jul 2017—Jun 2020

Led product design during rapid growth, driving digital transformation across internal tools and resident-facing products | Designed an app with strong resident adoption | Designed and migrated teams to a new internal platform that improved operational efficiency by 40% | Delivered web and mobile experiences to streamline onboarding, digitised workflows, and built a unified design system to support rapid scaling with 2x users each year



Product Designer

Breezie | London, UK

Mar 2015—Feb 2016

Redesigned the UX/UI for Breezie, an Android OS tailored to help thousands of elderly and disabled users confidently navigate digital products | Focused on scalable accessibility and simplicity, improving quality of life and digital independence | Designed a SmartThings dashboard for care homes, and created packaging and printed materials that contributed to increased sales and positive media coverage increasing product sales by 4x



Graphic Designer

Fabric Worldwide | Maidstone, UK

Mar 2009—Feb 2014

Led UX design and front-end development to transition the business from trade-only to a B2B and B2C eCommerce model, significantly increasing sales and customer reach | Designed and built a bespoke inventory and warehouse management system, streamlining operations and improving efficiency across sales and logistics | Delivered rebranding across digital and print, including advertising, product photography, and 3D CAD design to support new product launches and market positioning resulting in 2.3x revenue growth

Education



Canterbury Christ Church University

B.A. in Graphic Design & Digital Media

Sep 2010—May 2013

1st Class B.A. Honours, focusing on digital design and working on projects including: Brand development, Graphic Design, Digital Image Manipulation, Web design, 3D design, Film and Animation