

James Sparkes

Senior Product Designer

Product designer who also ships frontend code. I take products from discovery and research through to implementation on a production codebase or with database-driven React prototypes, owning the full lifecycle of a product or feature. Most of my work is in complex, regulated environments. Currently that means clinical software for fertility clinics across the UK, US, Australia and EU, designing for healthcare professionals in high-stakes workflows. I care most about reducing friction in the tools people rely on.

EXPERIENCE

Product Designer

Aug 2025 – Present

wawa fertility · London / Hybrid

- Lead design, prototyping and frontend implementation for clinical-grade software used by fertility clinics across four jurisdictions (UK, US, Australia, EU), each with distinct regulatory standards, owning projects end-to-end in a flat team from discovery through to production code.
- Designed the workflow for automated regulatory reporting, proposing the model behind it and ensuring it can adapt to any country's regulator (PRISM, BORN, SART and ANZARD). Eliminated constant manual checking and data re-entry, with built-in validation keeping data correct before it ever reaches the regulator.
- Designed an end-to-end referral system, effectively a CRM, with a simple intake form and AI-assisted auto-ingestion; clinics report referral handling dropping from 20–40 minutes to a few minutes, with one going from four referral staff to one.
- Spearheaded a unified questionnaire builder that replaced the survey questions every clinic maintained separately with one system-fed tool, cutting duplicated data entry and surfacing clinically useful information directly to doctors instead of leaving them to hunt for it.
- Instigated the move of the design team from Figma-only to working directly in the production codebase, keeping design integrity intact across flows and the design system, lifting both output and quality while reducing rework for engineers.

Senior UX/UI Designer

Feb 2022 – Aug 2025

FIXR · London / Hybrid · incl. freelance 2025

- Led end-to-end UX for Timed Entry, a ticketing system that became a major sales driver, cited by 30% of high-revenue prospects as a deciding factor in switching to FIXR.
- Unlocked entirely new verticals (museums, exhibitions, visitor attractions), helping win enterprise organisers worth £100k+ in average annual value from legacy platforms.
- Designed across the full ecosystem, including event creation, checkout, the entry-scanning app and analytics dashboards, keeping a mobile-first experience consistent for both organisers and attendees.
- Extended FIXR's design system with new components, and redesigned organiser onboarding and buyer journeys to improve ticket sales and client retention.

SKILLS

DESIGN

Product & UX/UI design, design systems, prototyping, design research, interaction design

ENGINEERING

React, Next.js, TypeScript, HTML/CSS, InstantDB

DATA

Data cleaning & wrangling, regex, spreadsheet modelling, analysis & charting

TOOLS

Figma, Linear, GitHub, Git, Claude Code

DOMAINS

Regulated & clinical software, multi-jurisdiction compliance, complex B2B workflows

STRENGTHS

Designer-engineer hybrid · ships working code · end-to-end ownership · comfortable wrangling and analysing data · designing for high-stakes, error-sensitive contexts

EDUCATION

BA (Hons) Graphic Design – First Class

Canterbury Christ Church University
2010–2013