



# Design leader crafting customer-centric brands and interfaces for over 15 years



## The Digital Maze | Head of UI/UX Design

2020 - Current

At The Digital Maze I lead from the front. Actively engaging in client projects from sales through to delivery, whilst guiding a team of web designers to success.

Together, we've delivered over 150 projects across diverse industries for notable brands, including Nickelodeon, Deutsche Bahn, Bloomberg, Blossom Hill, 19 Crimes and Imperial College London. Alongside work for key B2B clients like SMI, Sertus, and TwentyCI. My role includes driving sales pitches, mentoring the team, and fostering cross-departmental collaboration to streamline workflows.

Skills

- UI Design
- UX Research
- Prototyping
- UI/UX Audits
- Design Systems
- Design Thinking
- Dev Handoff
- Branding
- Team Leadership
- Pitching
- Presentations
- Client Workshops
- Webinars
- Agile Workflows
- Prioritisation



## Boom Online Marketing | Head Of Design

2013 - 2020

At Boom Online, I hired, built and developed a web design and development team from the ground up.

Starting as a solo designer, I built and established a team of six strong designers and developers. We created innovative visual assets for marketing campaigns and produced impactful WordPress, WooCommerce, and Magento websites to elevate our clients' digital presence.

Skills

- Web Design
- Content Marketing
- CMS Management
- Team Leadership
- Mentoring
- Branding
- Front End Development
- Email Design
- Project Management
- Client Management



## Loughborough Students Union | Graphic Designer

2010 - 2013

Managing event design and web-content, with a team of student designers and marketers.

I learned how good planning and strategy can foster success even in restrictive environments. This role nurtured my abilities and ignited my passion for design leadership. Students I mentored here have gone on to work for places like NFU Mutual, made.com and even Google.

Skills

- Web Design
- Event Branding
- Poster Design
- Large Format Print
- Print Pre-Flight
- CMS Management
- Front End Development
- Email Design
- Social Media Management



## Freelancing | Graphics / Web / Illustration / Branding

2010 - 2021

Various freelance projects, contracted & pro-bono.

From getting my foot in the door with my first commercial projects, to designing free branding for struggling small businesses during the pandemic (BrandAid), freelancing has been an important aspect of my continued growth as a designer.

Skills

- Client Communications
- Time Management
- Personal Branding
- Project Management



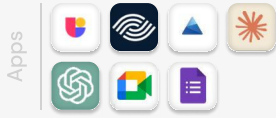
## Design & Layout



Fifteen years of expertise in **Adobe** applications, in-particular **Photoshop** and **Illustrator**. Six years of UI design and prototyping experience in **Figma** and **Adobe XD**. Proficient in creating high-impact presentations through **Pitch.com** and collaborative workflows in **FigJam**. Additional experience with no code platforms like **Webflow**.



## UX Research & Insights



Experienced in conducting comprehensive user research through multiple channels: remote usability testing (**Useberry**), stakeholder interviews (**Google Meet**), and digital surveys (**Google Forms**). I drive collaborative workshops for heuristic evaluations and brand discovery using **FigJam**. I utilise AI-powered analysis for research synthesis and persona creation, complemented by **MS Clarity** and **Google Analytics** for behavioural insights.



## CMS Platforms & Coding



Seven years of experience designing and deploying **WordPress** and **WooCommerce** websites, with additional expertise in other e-commerce platforms, such as **Magento** (Adobe Commerce) and **Shopify**. Skilled in **HTML** and **CSS**, with working knowledge of **JavaScript** and **PHP** and in WordPress environments.



## Systems & Workflows



Proficient in both **Windows** and **MacOS**, with extensive experience in cloud-based productivity suites (**G-Suite**, **MS 365**), project management tools (**Jira**, **Monday.com**), and team collaboration platforms (**Slack**).



**Nottingham Trent University**  
2005-2010

**Graphic Design**  
BA Hons

**Illustration**  
Masters



**Bradford College**  
2004-2005

**Foundation Art & Design**  
BTEC Diploma

**Critical & Contextual Studies in Art**  
AS Level



**Uxcel**  
2023-Ongoing

**Continuous Professional Development in UI/UX**  
Like Duolingo for designers - never stop learning!



Led UX research and website build for **NoBlue2** (UK's largest Enterprise Resource Planning software supplier) merging three sites into one platform which increased leads within three months of launch.



Played a leading role in successful rebrands for both marketing agencies I've worked for (**Boom Online** and **The Digital Maze**).



Worked directly on projects for **Bloomberg**, **19 Crimes**, and **Imperial College London**.



Mentored my team on projects for **Nickelodeon**, **Blossom Hill**, **Deutsche Bahn** & **Bens Cookies**.



**James Walsh**

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**Key Career  
Achievements**

