James Sparkes

Product Designer

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About

Experienced in cross-platform product design specialising in mobile apps, SaaS platforms, web apps, and digitising workflows. Proven track record in B2B software design, particularly with complex, data-heavy products and dashboards. Proficient user of AI and excited for the future of integrating AI and LLMs into products and my workflows to enhance design and user testing.

AI & LLM integration   User-centric design   User testing   UX design   Interaction design
Rapid prototyping   Mobile first   Cross-platform   Design systems   Design discovery

Experience

Senior UI / UX Designer
FIXR | London, UK, Hybrid
Feb 2022—Jan 2025

Designed user-centric, mobile-first experiences for a B2B SaaS events ticketing platform, focusing on analytics, CRM, timed ticketing, onboarding, design systems, white-label solutions, branded integrations, and optimising ticket buyer journeys.

Product Designer
AMBIO-N CircularSource | London, UK, Remote
Jul 2021—Feb 2022

UX for a B2B marketplace, enhancing usability, visual consistency, and functionality across procurement, sustainability analytics, advanced search, wishlist features, and marketing site redesign.

Product Designer
Kuula TV | London, UK, Remote
Jan 2021—Jul 2021

Helped shape the visual identity and optimised media management for an online teaching platform, including branding, video editing, file workflows, intuitive filtering, and marketing site designs.

Product Designer
The Collective | London, UK
Jul 2017—Jun 2020

Lead product designer driving digital transformation during rapid growth. Designed back-end systems, digitised workflows, and web / mobile experiences for business stakeholders, including a co-living companion app, property and finance management platform, operational tools, and a unified design system.

Product Designer
Maxus Global | London, UK
May 2016— Jun 2016

UX/UI design and QA for data analytics platforms for L'Oréal and BT. Worked on branding, design systems, video, and presentation design to create cohesive, user-friendly experiences for brand managers.

Graphic Designer
TMW Unlimited | London, UK
Feb 201—May 2016

Artworking, UX/UI design for Sony Mobile, maintaining the UK website design system, adding core components, and building new pages. Also worked on print design and campaign materials for Infiniti, Canon, and HSBC.

Product Designer
Breezie | London, UK
Mar 2015—Feb 2016

Redesigned the UX/UI for Breezie, an Android-based OS for elderly and disabled users, focusing on scalable accessibility. Designed a SmartThings dashboard for care homes and created packaging, manuals, and printed materials for a seamless user experience.

UI / UX Designer
Fabric Worldwide | London, UK
Mar 2014—Mar 2015

UI/UX design for their data analytics platform for brand managers to generate reports from multiple sources. Also worked on client website design, artworking, and photo editing for Heineken and KFC.
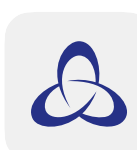
Graphic Designer
Fabric Worldwide | Maidstone, UK
Mar 2009—Feb 2014

UX design and frontend development for the eCommerce website. Designed UX for an inventory and warehouse management platform. Worked on digital and print design for rebranding, advertising, and promotional materials. Additionally handled product photography, photo retouching, and 3D CAD design for furniture.

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: research, advertising material, promotional material and packaging

Graphic Design: Worked as part of a team to create an art book and graphic posters

Digital Image Manipulation: Artworking, high-end photo retouching, digital compositing, matte painting for TV / Film

Web design: UX, visual design and development of static websites using HTML, CSS and JavaScript

3D design: modelling, scene building, animation, rigging, lighting, procedural object building, python scripting in Houdini