

James Phillips

Experience Designer | Product Designer

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PROFILE

Experience Designer specialising in financial services, KYC, and complex enterprise products. Experienced across compliance, third-party risk, consumer apps, gaming, design systems, and AI-enabled design automation.

SKILLS

Agentic Workflows | Content Design | Design Systems | DesignOps Automation | Figma Plugin Development | Human-in-the-Loop AI | KYC | Rapid Prototyping | Third-Party Risk | User Testing | UX Design | UX Research

TOOLS

Adobe Creative Cloud | ChatGPT | Claude Code | Confluence | Cursor | Figma | GitHub | Jira | Miro

EXPERIENCE

Assistant Director, Experience Design - Moody's Analytics

Jun 2023 - Present

Lead experience design across Moody's compliance and third-party risk products.

- Design workflows for customer, supplier, and third-party risk, supporting onboarding, due diligence, and ongoing monitoring.
- Led design across Maxsight, Sanctions360, Shell Company Indicator, and Forced Labor Risk Assessment.
- Developed KYC, supplier-risk, and customer-risk features.
- Modernised and expanded design systems in Figma.
- Introduced automated design workflows to improve delivery efficiency.

Product Designer - Bottlepay, acquired by NYDIG

Dec 2021 - May 2023

Following Bottlepay's acquisition by NYDIG, worked across both consumer and enterprise Bitcoin products.

- Developed features for Bottlepay's consumer mobile app.
- Created prototypes and proof-of-concepts to support sales and product conversations.
- Designed an integration site to support API implementation.
- Created backend management platforms and sales-pitch materials for financial-institution clients.

Junior UI Artist - Ubisoft

May 2021 - Dec 2021

- Designed HUD assets for Assassin's Creed Nexus VR, a released AAA title.

Associate Digital Designer - Komodo Digital

Aug 2020 - May 2021

- Designed digital products for clients across multiple industries within an agile agency environment.

UX Design Placement - HiveHR

Jun 2019 - Jul 2020

- Developed new features for an employee-engagement platform used by more than 200,000 people.

AI AND DESIGN AUTOMATION

- Developed Figma plugins that connect design work to Jira, compare live products with intended designs, and create bug tickets.
- Created a plugin that scans designs and automatically generates developer annotations.

SELECTED HIGHLIGHTS

- Developed SYNC VR, a university experiential-design project featured at Sheffield Digital Festival.
- Led the redesign of a global hospitality brand valued at more than \$6 billion, including a mobile rewards app used by over one million customers.

EDUCATION

First-Class BA (Hons) Interaction Design

Northumbria University