

James Phillips,

Experience Designer

ABOUT ME

I’m an Experience Designer based in Newcastle, UK, specialising in financial services and KYC. My experience spans enterprise software, consumer products, and gaming. I enjoy turning complex data, regulation, and real-world workflows into clear, useful digital experiences.

I’m particularly interested in building and evolving design systems that bring consistency to complex products, improve collaboration, and help teams deliver high-quality experiences at scale.

CAREER HIGHLIGHTS

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.

Developed SYNC VR, a university experiential-design project featured at Sheffield Digital Festival by keynote speaker Steve Gibson.

Contributed to Assassin’s Creed Nexus VR, a released AAA title.

SKILLS

User Testing	Content Design	Agentic Workflows
UX Design	Design Systems	Human-In-Loop AI
UX Research	Vibe Coding	Rapid Prototyping

SOFTWARE

Adobe CC	ChatGPT	Atlassian
Figma	Claude Code	GitHub
G-Suite	Cursor	Miro

AI & DESIGN AUTOMATION

I’m interested in using AI and automation to remove repetitive design operations, so teams can spend more time on product thinking and problem-solving.

I have developed Figma plugins that connect design work to Jira, compare live products with intended designs and create bug tickets. I have also created a plugin that scans designs and automatically generates developer annotations.

EDUCATION

First-Class BA (Hons) - **Interaction Design**

Northumbria University

*References available upon request.

EXPERIENCE

Jun/23 - Present

Asst Director, Experience Designer - Moody’s Analytics

I lead experience design across Moody’s compliance and third-party risk products. I design complex workflows for customer, supplier, and third-party risk, helping organisations make better-informed onboarding, due-diligence, and ongoing-monitoring decisions.

- Led design across products including Maxsight, Sanctions360, Shell Company Indicator, and Forced Labor Risk Assessment.
- Developed KYC, supplier, and customer-risk features.
- Supported the development of comprehensive design systems.
- Introduced automated design workflows to improve delivery efficiency.

Dec/21 - May/23

Product Designer - Bottlepay, acquired by NYDIG

Following an acquisition, I worked across both Bottlepay’s consumer product and NYDIG’s enterprise Bitcoin platform, balancing consumer-facing mobile experiences with complex financial-infrastructure products.

Bottlepay

- Developed a range of features for our consumer mobile app.
- Supported sales teams with PoCs and prototypes.
- Created animated content to support marketing.

NYDIG

- Designed an integration site to support API implementation.
- Created backend management platforms.
- Developed sales-pitch material, prototypes, and presentation assets.
- Helped financial institutions understand and integrate Bitcoin services into their operations.

May/21 - Dec/21

Junior UI Artist - Ubisoft

I worked on Assassin's Creed Nexus VR. I was based within the HUD team designing assets that the player will see in game.

Aug/20 - May/21

Associate Digital Designer - Komodo Digital

I was a designer within an agile agency, developing digital products for many different businesses and industries.

Jun/19 - Jul/20

UX Design Placement - HiveHR

Developed multiple new features for an employee engagement app with over 200,000 users.