

James Ton

Product Designer

I'm highly considered in my approach to design; weaving data into insights within a digital landscape to impart a smile in the mind.

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Education

General Assembly

2021

UX Design Immersive

Swinburne University of Technology

2009 – 2011

Bachelor of Design in Communication Design

Skills

User Research

User Interviews

Usability Testing

Wireframing

Lo-Hi Fidelity Prototyping

Presentations

Branding

Visual Design

Extracurriculars

Through-hiking tramper.

Brazilian Jiu-Jitsu grappler.

Rock climber. Short-story enthusiast.

Product UX/UI Projects

Vidico – Product Designer Feb 2022 – Present

Making product complexity disappear for tech enterprises.

- Research and designed a greenfield product, built from the ground up. Usability testing showed an average 91.875 System Usability Score with the user. (1)
- Redesigned the website with data-informed qualitative and quantitative insights. (1)

Safewill – Research Consultant Dec 2021 – Jan 2022

Australia's highest rated online will-writing platform. Interviewed 6 charities on their experience using Safewill's bequest dashboard.

- Presented research findings with recommendations to the Engineering and Data Analytics team at Safewill. This led to a redesign by Safewill and an email from a happy interview participant: "This V1.2 is BRILLIANT, thank you so much for your work on it."

Cars on Demand – UX Consultant Dec 2021

Redesigned Cars on Demand's lead generation website with a data-informed design that changed the average value proposition understanding from 2m 34s to 14s.

- Used Google Analytics, conducted 11 user interviews and a heuristic evaluation to reveal the core problem of their lead generation website.
- A/B testing showed the redesign was an 11x improvement to the user's understanding of Cars on Demand's value proposition. (1)

Chemist Warehouse – UX Designer Oct 2021

Boosting online sales with a new feature designed to build trust.

- Led the team to ideate and conceptualise a MVP product that 5/5 test participants found to be helpful. (1)

Experience

Snap Printing – Graphic Designer Feb 2018 – Sep 2021

- Projects have included promotional materials for an architect turned artist exhibition opening, bold branding for a bold burger (1) (2) and sold out posters designed with Australian oil painter, Jennifer Fyfe. (1) (2)

Freelance – Graphic Designer Jan 2016 – Feb 2018

- Pitch deck and promotional materials for a food startup that received the Judges' Choice Award. (1)
- Designed a deep-sea infographic shared across science classrooms around the world. (1)

Asia Options – Graphic Designer May 2015 – Jan 2016

- Coordinated and designed two editions of a digital publication called 'AddChina' for the Department of Education.
- Conceptualised and designed an online campaign for an in-person event through social media that organically reached 208% more people per post.

Sacred Heart Mission Op Shop Volunteer Sep 2019 – Mar 2022

- Providing front-line customer service with a focus on building interpersonal relationships and fostering community.