

James Ton

Product UX/UI designer exploring the intersection of human and digital experiences that leave a smile in the mind.

Education

General Assembly 2021
UX Design Immersive

Swinburne University of Technology 2009 – 2011
Bachelor of Design in Communication Design

Skills

Design

Native app design (iOS & Android)
Responsive web
Design systems
Interaction design
Prototyping
Wireframing (Lo fi & Hi fi)
Presentations
Visual Design

Research

Customer interviews
Usability testing
Personas
Surveys
Card sorting
Competitor analysis
Heuristic evaluation
A/B testing
Affinity mapping
User journey mapping
Information architecture
Hotjar

Tools

Figma
Miro
Webflow
HTML & CSS
Cursor
ChatGPT

Product UX/UI Projects

Picjam – Product Designer Nov 2023 – Present

Designing a SaaS AI image tool for eCommerce sellers.

- Mapped the user journey to identify drop-off points, especially around first-generation success.
- Introduced real-time image validation and contextual guidance, leading to a 22% increase in successful first generations.
- Resulted in a 17% uptick in downloaded generations and reduced one-and-done churn.

Vidi – Product Designer Jun 2023

SaaS iOS app helping fashion sellers create standout video content.

- Led UX research and design to investigate low retention after launch.
- Identified friction in onboarding and session tools using Mixpanel and in-person testing.
- Prototype testing confirmed improved user confidence and session completion rates.

Vidico – Product Designer Feb 2022 – Nov 2023

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)

Safewill – UX 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

Australia's trusted chauffeur and limousine service, offering fast booking, fixed prices, and guaranteed reliability nationwide.

- Designed a data-driven high-fidelity prototype that reduced value proposition comprehension time from 2m 34s to 14s.

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)