

# James Ton

Product designer (UX/UI) 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 (Lo fi & Hi fi)  
Wireframing  
Presentations  
Graphic Design  
HTML & CSS

### Research

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

### Tools

Figma  
Miro  
Webflow  
Cursor  
ChatGPT

## Product UX/UI Projects

**Picjam – Product Designer** Nov 2023 – Present  
B2B AI SaaS for instant fashion product photos.

- Led user journey mapping to address drop-off points in a conversion-critical flow.
- Designed real-time image validation with a partial state to kickstart onboarding, boosting trial conversions by 10.6%.
- Built a scalable design system aligned with dev libraries, improving cross-team velocity and consistency.

**Vidi – Product Designer** Jun 2023

SaaS iOS app helping fashion sellers create standout video content.

- Conducted user research and usability testing to identify friction points contributing to low retention post-launch.
- Identified friction in onboarding and session tools using Mixpanel and in-person testing.
- Usability testing confirmed increased user confidence and a 20% improvement in 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)

**Freelance UX Consultant / Designer** Oct 2021 – Jan 2022

**Safewill** – Australia's highest rated online will-writing platform.

- Interviewed 6 charities and synthesized their feedback into actionable UX insights that drove a full dashboard redesign.
- Aligned stakeholder goals through user-centered storytelling, presenting research to Safewill's Engineering and Data Analytics teams, leading to a successful redesign and positive user feedback: 'This V1.2 is BRILLIANT, thank you so much for your work on it.'

**Cars on Demand** – 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** – Boosting online sales with a new feature designed to build trust.

- Led the team to ideate and conceptualise a new feature that increased trust in product selection during user testing.
- 5/5 test users found the MVP helpful and intuitive (1)