James Ton

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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)
Design systems
Interaction design
Prototyping (Lo fi & Hi fi)
Wireframing
Graphic Design
HTML & CSS

Research

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

Tools

Figma
Miro
Webflow
Cursor
ChatGPT

Product UX/UI Projects

Picjam Nov 2023 to Present
B2B AI SaaS for automated fashion product imagery.

- Redesigned the onboarding and conversion flow to reduce friction and lift trial-to-paid conversion by 10.6%, driving higher activation and early revenue.
- Built and scaled a componentized design system enabling faster iteration and consistent design quality across multiple product surfaces.
- Collaborated with AI engineers to define feedback loops and control affordances in the image generator, improving perceived accuracy and trust in outputs.

Vidico Feb 2022 to Nov 2023
Video SaaS platform simplifying enterprise storytelling.

- Led design for a greenfield enterprise SaaS product, from research to launch, achieving a 91.9 SUS score and positioning the platform for enterprise expansion ([1]).
- Acted as founding product designer, driving collaboration across marketing, product, and dev to define Vidico's design language and long-term roadmap.

Vidi Jun to Jul 2023
SaaS iOS app helping fashion sellers create standout video content.

- Identified retention barriers through mixed-method testing, informing UX changes that increased session completion by 20% and boosted day-1 retention.
- Reworked onboarding to improve feature discoverability, reducing cognitive load and improving perceived ease of use.
- Collaborated with PMs to develop an experimentation plan for content engagement metrics, laying the foundation for A/B testing across future app releases.

Freelance UX Consultant & Product Design Oct 2021 to Jun 2023

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

- Interviewed six charities and turned insights into UX recommendations that drove a full dashboard redesign. Unified stakeholder priorities through user-centered storytelling, aligning Engineering and Data teams on roadmap decisions.

Cars on Demand: Australia's trusted chauffeur service, offering fast booking, fixed prices, and reliability nationwide.

- Synthesized insights from user interviews and data to guide redesigns that improved clarity and reduced comprehension time from 1m34s to 14s (1).

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

- Developed trust-building features validated by user testing, with 5/5 participants finding the MVP intuitive and confidence-boosting ([1]).