

James Ton

Product Designer

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Product Designer with 4+ years in B2B SaaS and AI. Currently the sole designer at Picjam, owning research, UX/UI and the AI generation workflow alongside 2 founders and 4 engineers. I start with research, measure what ships, and use agents to turn design into reviewed code.

EXPERIENCE

Picjam · Product Designer Nov 2023 – Present

↗ **Month-2 retention up from 33% to 41%** · [Case study](#)

- Designed the end-to-end generation workflow for an AI image tool serving eCommerce sellers, from prompts and model settings to output review.
- Mapped drop-off around first-generation success, then introduced real-time image validation and contextual guidance, increasing successful first generations by **22%**.
- Lifted downloaded generations by **17%** and reduced one-and-done churn.
- Built Picjam's design system and design tokens, now the source of truth that agents build against.
- Built a Slack-to-pull-request workflow for small UI fixes: Cursor drafts a Notion brief that flags risks, a person approves it, then an agent builds against our design system. CodeRabbit and a developer review before release.

Vidico · Product Designer Feb 2022 – Nov 2023

↗ **91.875 usability score, against an industry average of 68**

- Researched and designed a greenfield digital asset management (DAM) platform for clients and internal teams. Moderated remote usability testing returned an average System Usability Score of **91.875**, against a benchmark of 68.
- Redesigned the company website, shipped on WordPress, using qualitative and quantitative insights.

Vidi · Internal Vidico product Jun 2023

- Ran usability testing with **7** new users of this fashion-seller iOS app to investigate low retention. Traced drop-off to first session (clumsy editing tools, early pricing modals, a bug that deleted finished videos) and prioritised fixes.

Safewill · UX Research Consultant Dec 2021 – Jan 2022

↗ **Research led to a dashboard redesign** · [Case study](#)

- Interviewed 6 charity partners about the bequest dashboard and presented recommendations to Engineering and Data Analytics, informing a redesign one participant called “BRILLIANT.”

Cars on Demand · UX Consultant Dec 2021

↗ **Value proposition understood 11× faster** · [Case study](#)

- Ran a heuristic evaluation and Google Analytics review, then rewrote the content in a high-fidelity prototype, cutting time to understand the value proposition from **2m 34s to 14s**.

EDUCATION AND SKILLS

Education UX Design Immersive, General Assembly, 2021 · Bachelor of Design (Communication Design), Swinburne University of Technology, 2009 – 2011

Research User research, user interviews, usability testing, heuristic evaluation, journey mapping

Design Product design, UX/UI design, design systems and tokens, AI workflows, prototyping, visual design, branding

Tools Figma, FigJam, Miro, Webflow, WordPress, Notion, Hotjar, Mixpanel, Google Analytics, Useberry

AI Cursor, Claude, ChatGPT, Grok, fal.ai, CodeRabbit

Interests Through-hiking (Overland Track, Tasmania), Brazilian jiu-jitsu (blue belt), bouldering, movies, short stories and essays, running a local pool competition