James Pureza Webster

User Experience Designer

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PROFILE

I'm a UX/UI designer with a passion for storytelling. I love learning about our world, new disciplines, and the stories around us through its people. Through empathy and understanding of user-centered design I seek to create functional and inclusive ways for everybody to interact with our world. You can catch me in Figma trying to push the limits of what it can do!

SKILLS

Wireframing, Prototyping, UX Research, Figma, FigJam, InVision, POP App, Google Workspace, Zeplin, Adobe Creative Suite (Photoshop, XD), Photography, Photo Editing, Teamwork

EXPERIENCE

Photo Editor | YM INC.

NOV 2019 - SEPT 2021, ONTARIO, CA

- Helped maintained a visually appealing e-commerce website by editing professional commercial images for use on the website
- Corresponded with the photography, and e-commerce teams to ensure the swift and proper transfer of assets to stay on track and hit KPIs
- Helped facilitate a seamless transition from an office environment to a work from home model by learning to adapt our local file management process to Microsoft OneDrive

EDUCATION

BrainStation | User Experience Design Diploma

JUL 2022 - SEP 2022, ONTARIO, CA

Coursera | Google UX Design Professional Certificate

OCT 2021 - JUN 2022

Toronto Metropolitan University | Bachelors in Media Production, Minor in English

JAN 2014 - 2018, ONTARIO, CA

PROJECTS

UX/UI Designer | BrainStation x 7shifts Industry Project

SEP 2022, BRAINSTATION, 7SHIFTS

- Collaborated among an interdisciplinary group of UX Designers and Web Developers to create a design solution for 7shifts, a restaurant management software company, in a 24-hour hackathon
- Conducted user research, data analysis, UX/UI design, prototyping, and presented our solution to a panel of four Product Designers from 7shifts

UX/UI Designer | Automato

JUL 2022 - SEP 2022, BRAINSTATION

- Created a task management mobile app design that simplifies that process for those who experience brain fog or lack of concentration as a program capstone project
- Conducted user research, data analysis, UX/UI design, prototyping, usability and testing

UX/UI Designer | UNIQLO Mobile App Heuristic Evaluation

SEP 2022, BRAINSTATION

- Collaborated with a team of three UX Designers on a heuristic evaluation of UNIQLO's Mobile App experience
- Outlined key heuristic evaluations and potential solutions