James Evans

UX UI and Visual Designer

Salford | 07752 312331 | james.evans.mcr@gmail.com

LinkedIn: linkedin.com/in/james-evans-14b74237b

Profile

Designer with experience in digital banking, visual communication and government change. Contributed to Barclays Mobile Banking and Pingit, with design leadership on Launchpad. Combines interaction design and prototyping with research collaboration and the ability to explain complex information clearly.

Design capabilities

User journeys and interaction flows; wireframes and prototypes; visual and graphic design; research-informed iteration; internal communications and video editing.

Tools used across roles include Adobe Illustrator, Adobe XD, Figma and Adobe Creative Suite. Familiar with the GOV.UK Design System, Service Manual and WCAG 2.2.

Selected design experience

Barclays Digital and Mobile Team

September 2012 to December 2016

Progressed from prototyping and graphic design through an internal communications lead assignment to the Launchpad team's "UX/UI Guru" role.

- Led design work on Launchpad, a platform where customers could test beta features for Barclays Mobile Banking.
- Contributed as a designer and prototyper to Barclays Mobile Banking and Pingit, including payment journeys, interaction flows and interface patterns.
- Collaborated with user researchers, participating in A/B testing, moderated usability sessions and observational research, then translating findings into design iterations.
- Produced prototypes and proofs of concept to support product development and stakeholder discussions.
- Produced internal communications videos, including editing and subtitles, alongside screen content, posters, photography and event graphics.
- Received a Barclays Star Award for design contributions to a team hackathon win, and recognition for championing LGBTQ+ inclusion.

Change and communication experience

HM Revenue and Customs

February 2017 to July 2025 | Salford

Business Change Analyst, following progression through a software development apprenticeship and business administration.

- Jointly led process improvements across business functions, working with architects, subject matter experts and external suppliers.
- Scoped proposed processes and digital solutions, estimating costs and timescales and assessing operational impact, risks and dependencies.
- Created presentations and models of existing and proposed processes to explain changes to stakeholders.
- Developed training materials, standardised templates and onboarding resources; supported colleagues with systems and workflows.

Earlier design work

Freelance Graphic and Web Designer

September 2011 to September 2012

Designed websites and digital assets for small businesses, covering print and online publishing, hosting and technical support.

Production Specialist, fullcolour.com (July 2007 to May 2008): print production, customer relationship management and workflow improvement using Lean principles and performance measures.

Graphic Technician and Sales Assistant, Minuteman Press (September 2006 to June 2007): graphic production and process improvement.

Additional experience

Career break from 2025: full-time family caring. Charity secretary at Positive Steps: member communications, general administration and help with lottery applications. Customer Committee member at Salix Homes.

Education and training

ITIL 4 Foundation completed through HMRC. PRINCE2 and ITIL v3 course study completed; exams not taken.

GNVQ Level 3 Business Administration; GNVQ Level 2 Customer Service; 3 A levels and 9 GCSEs, Alsager School.

LinkedIn profile