

Credentials / Selected Projects

2016

Hello. I'm a digital designer with thirteen years experience working with a diverse mix of commercial and cultural clients. My specialisation lies at the meeting point of brand and digital — encompassing user experience, information architecture, and design for web and mobile.

My career started in 2003 at the leading Scottish design studio Marque Creative, working with clients in Glasgow, London and New York. Relocating to London in 2009, I held the position of senior digital designer at Bureau for Visuals Affairs — a digital design studio focussed on content driven experiences for the cultural and commercial sector.

At heart I'm a digital specialist, but my background at Marque and Bureau has instilled me with a deep understanding of branding and its relationship with technology. Since 2012 I have worked with design agencies like Wolff Olins and Prophet (and my own clients) to bring brands to life in the digital space.

Brands I've worked with include:

Google  
Tate  
Whistles  
Guggenheim  
Topshop  
RBS  
British Council  
Artangel  
Mackintosh  
Vulpine  
The Royal Institution  
National Gallery

Agencies I've worked with include:

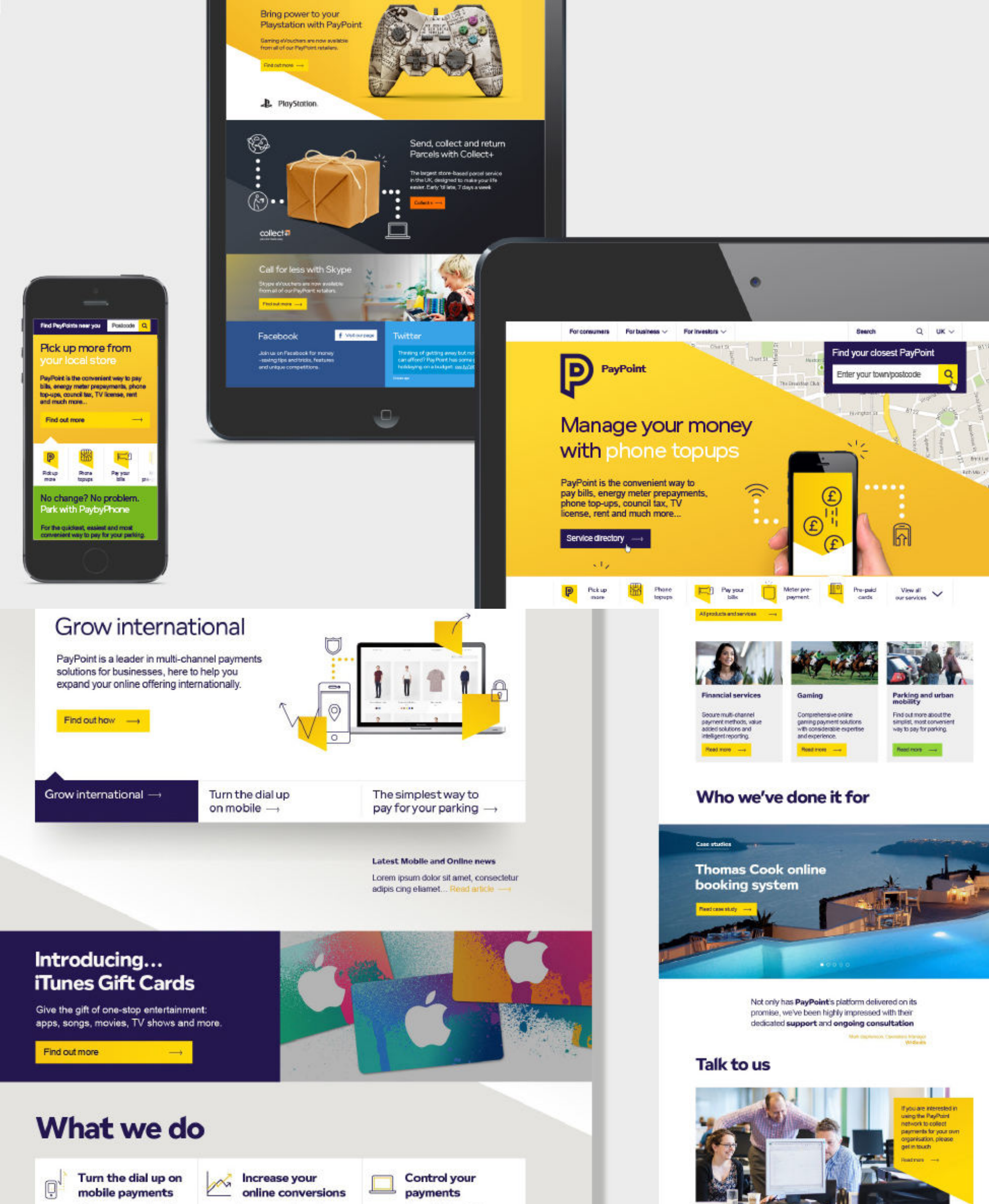
Bureau for Visual Affairs  
Marque Creative  
Wolff Olins  
MultiAdaptor  
Prophet  
Archive Studio  
Brave New World  
Stereo Creative  
Public Life  
Merchant Cantos  
SAS London  
Fieldwork Facility

“James is one of those rare but wonderful creative polymaths who is as comfortable setting beautiful typography as he is making music and writing code. His design shows a deep understanding of technology while holding its own with the pedants of the graphic design world.”  
— Hoss Gifford, Digital Director, Marque Creative

# PayPoint

## Digital design for the in-store payment service, following a brand refresh by Pentagram. I designed the homepage, service directory and key landing pages for their new B2B and consumer-facing website.

[View homepage](#)

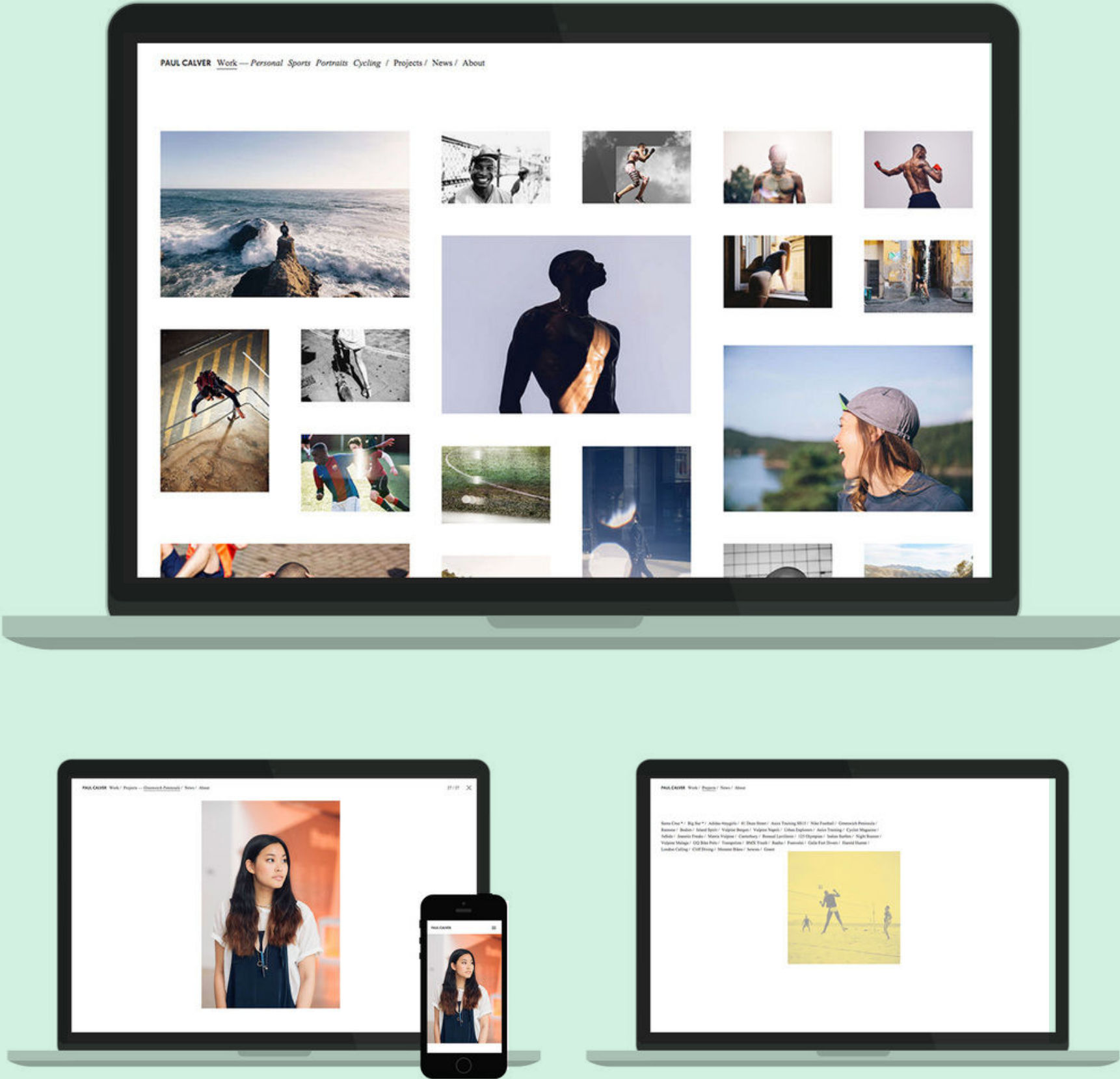




# Paul Calver

## Design and build of a responsive portfolio website for sports/lifestyle photographer Paul Calver.

[View website](#)



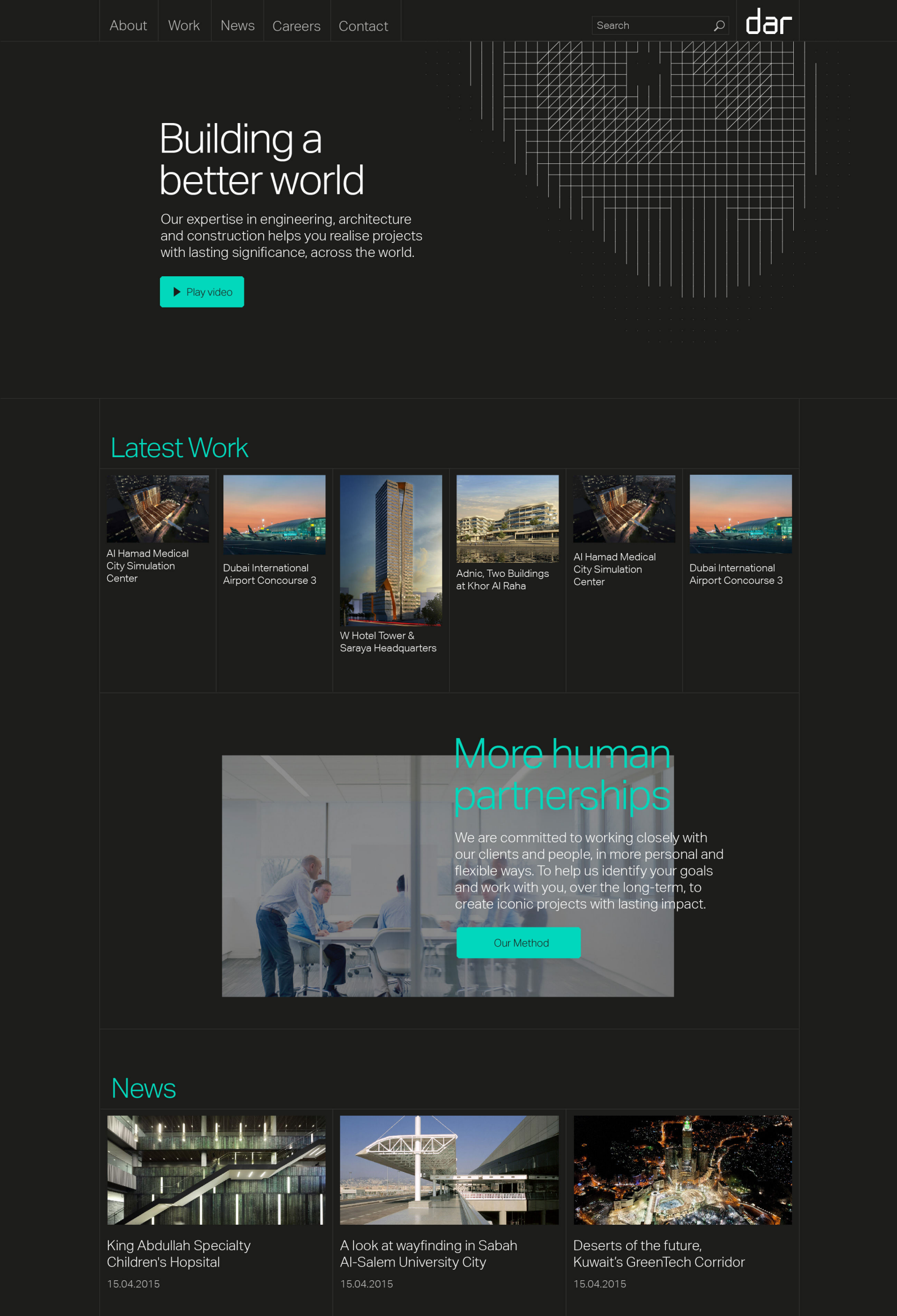
Dar.com

Working at Wolff Olins, I was the digital design lead in a rebranding project for the engineering firm Dar. My responsibilities included strategy, user experience and design for their new website.

Website

“It’s not often I can confidently hand over a pivotal work stream on a job and feel confident that it’s not only going to be delivered, but done in a way that pushes me, Wolff Olins and the clients forward.

James was thoughtful, smart, and considered, and quickly became a fundamental part of the team. He challenged the strategy, pushed the design, wrote the copy, presented the work... with great design foundations that made the end result our best piece of digital work to date. All done in very gentlemanly fashion.”  
— Stephen McGilvray, Design Director, Wolff Olins





# CycleLove

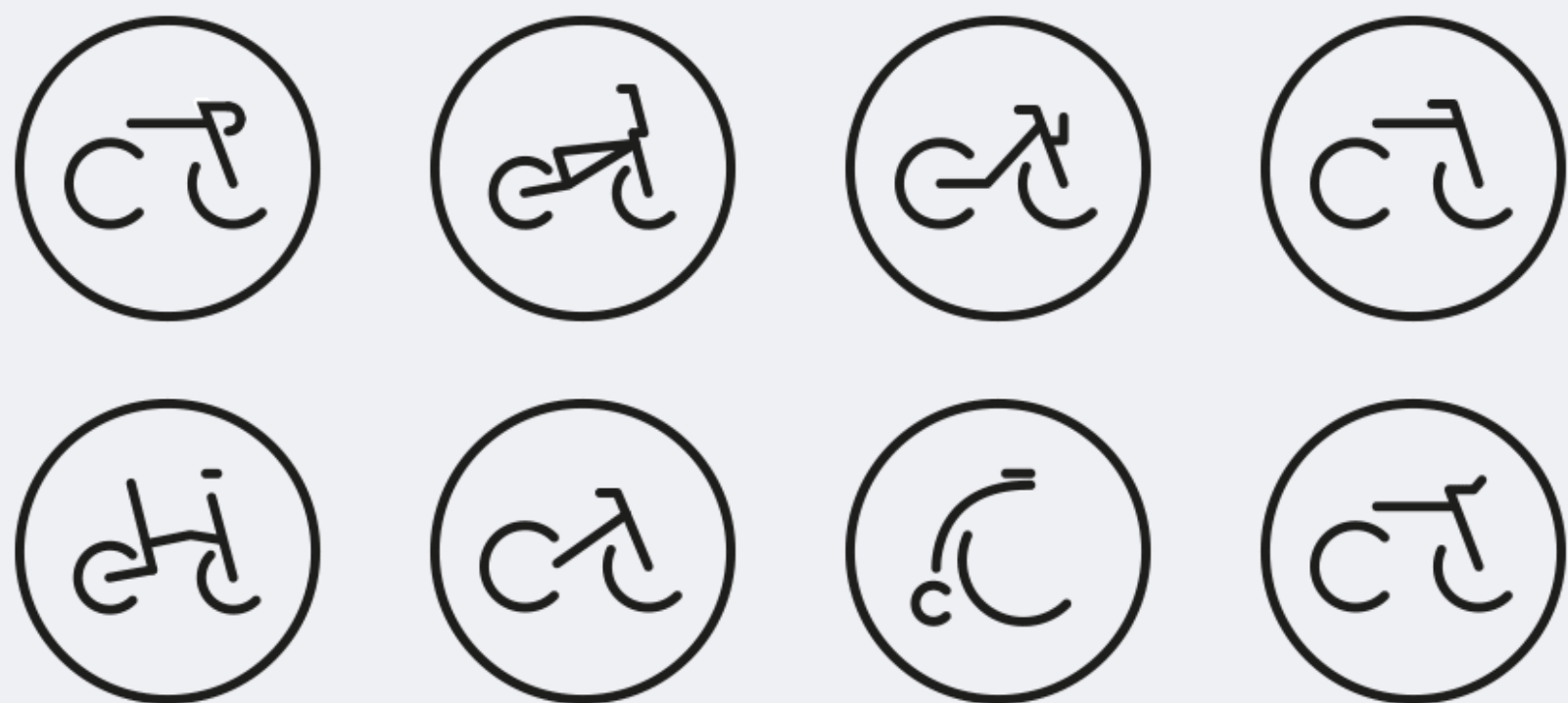
A self-initiated project, celebrating the best of bike culture. Launched in 2012, CycleLove became one of the most popular urban cycling blogs in the UK, clocking up 450k pageviews in its second year.

Website



2012-2016

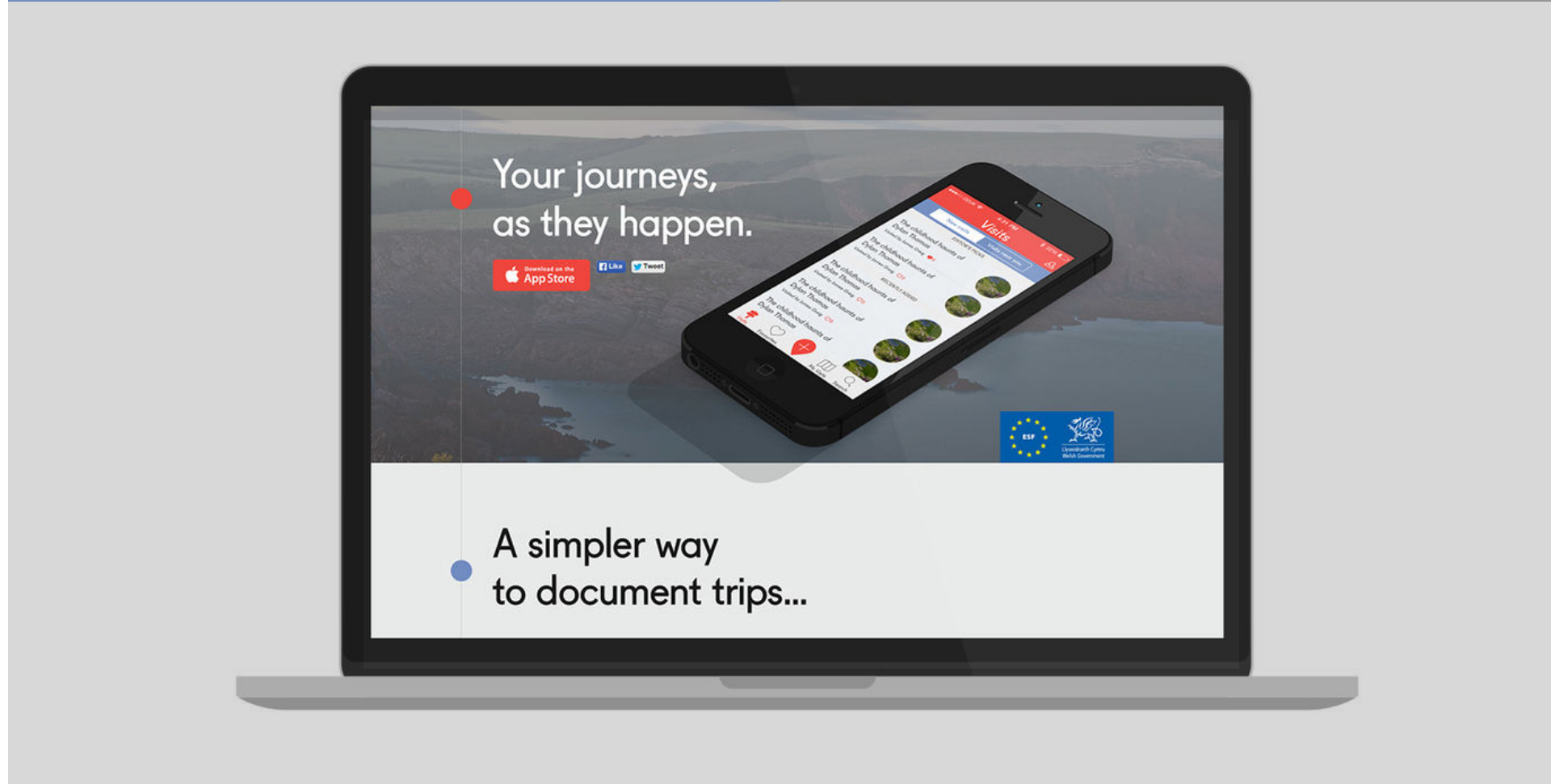
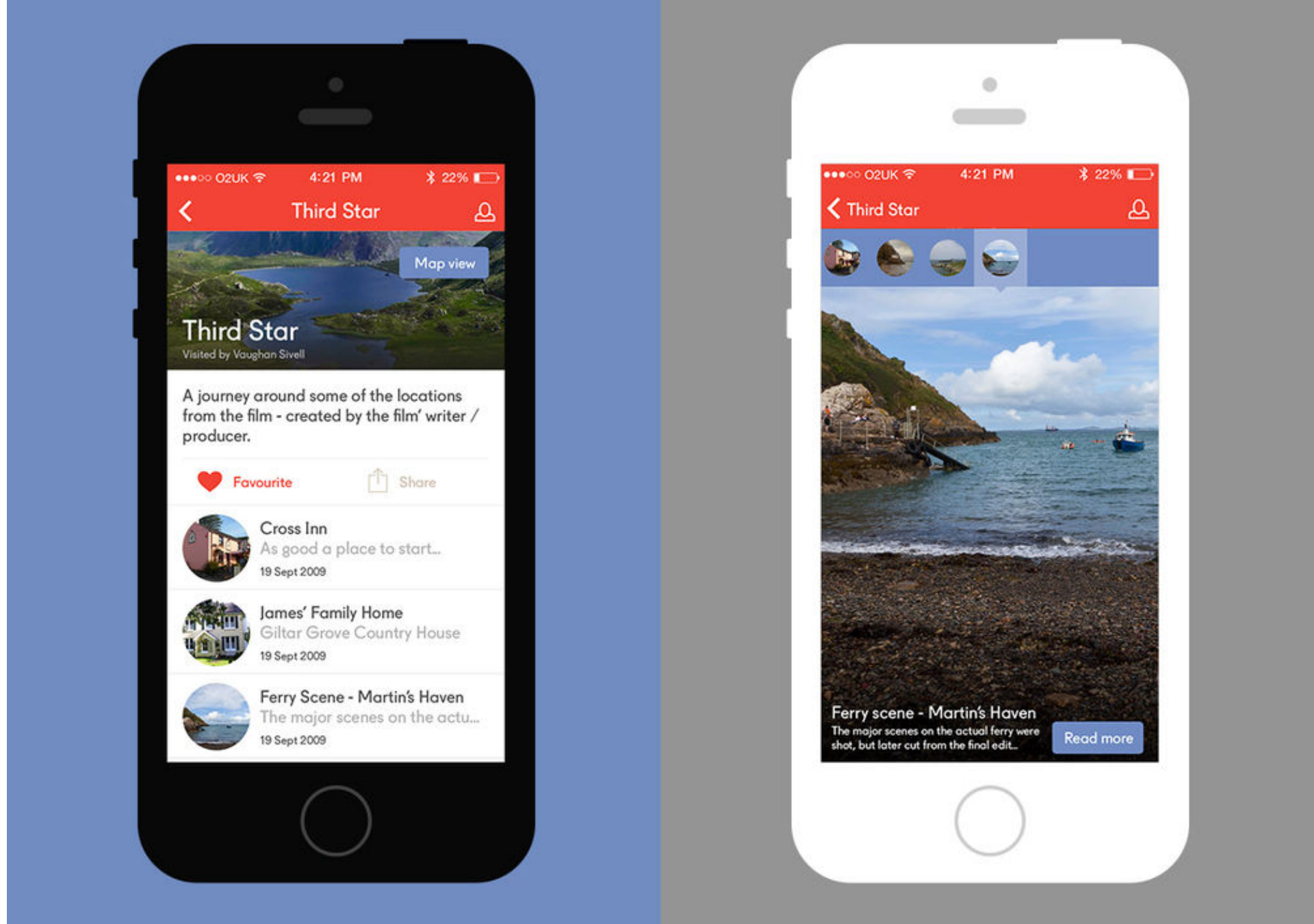






# Visit App

Working as part of a small, agile team, I designed the interface of a new mobile app for sharing journeys, as well as a brand and microsite.



Genesis Beijing  
Digital design for an ambitious  
property development — combining  
office, cultural and leisure spaces.  
The brand reflects the Chinese  
philosophies that inspired the  
project, conceived as a positive  
intervention in the future of cities.

Website

2016

For Wolff Olins

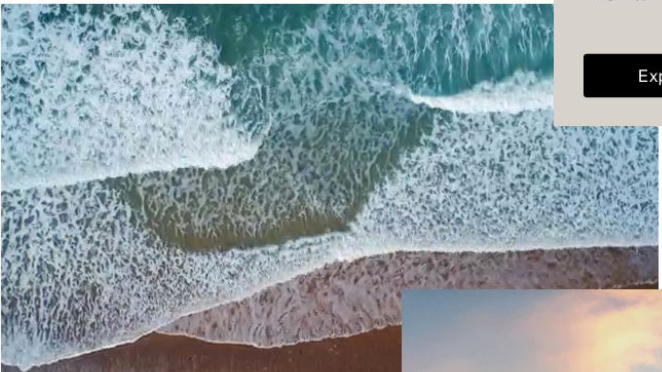
北京  
BEIJING

Let  
your  
mind  
be  
free

让心自由  
顺其自然

Genesis Beijing is a new kind  
of urban development devoted  
to community, creativity and  
mental wellbeing.

Experience



新闻  
NEWS



An Evening with Michael Sandel  
14 JUNE 2016  
A primer on the hard choices we face as  
citizens. [Book tickets](#)



Help shape the New Urban Agenda  
9 JUNE 2016  
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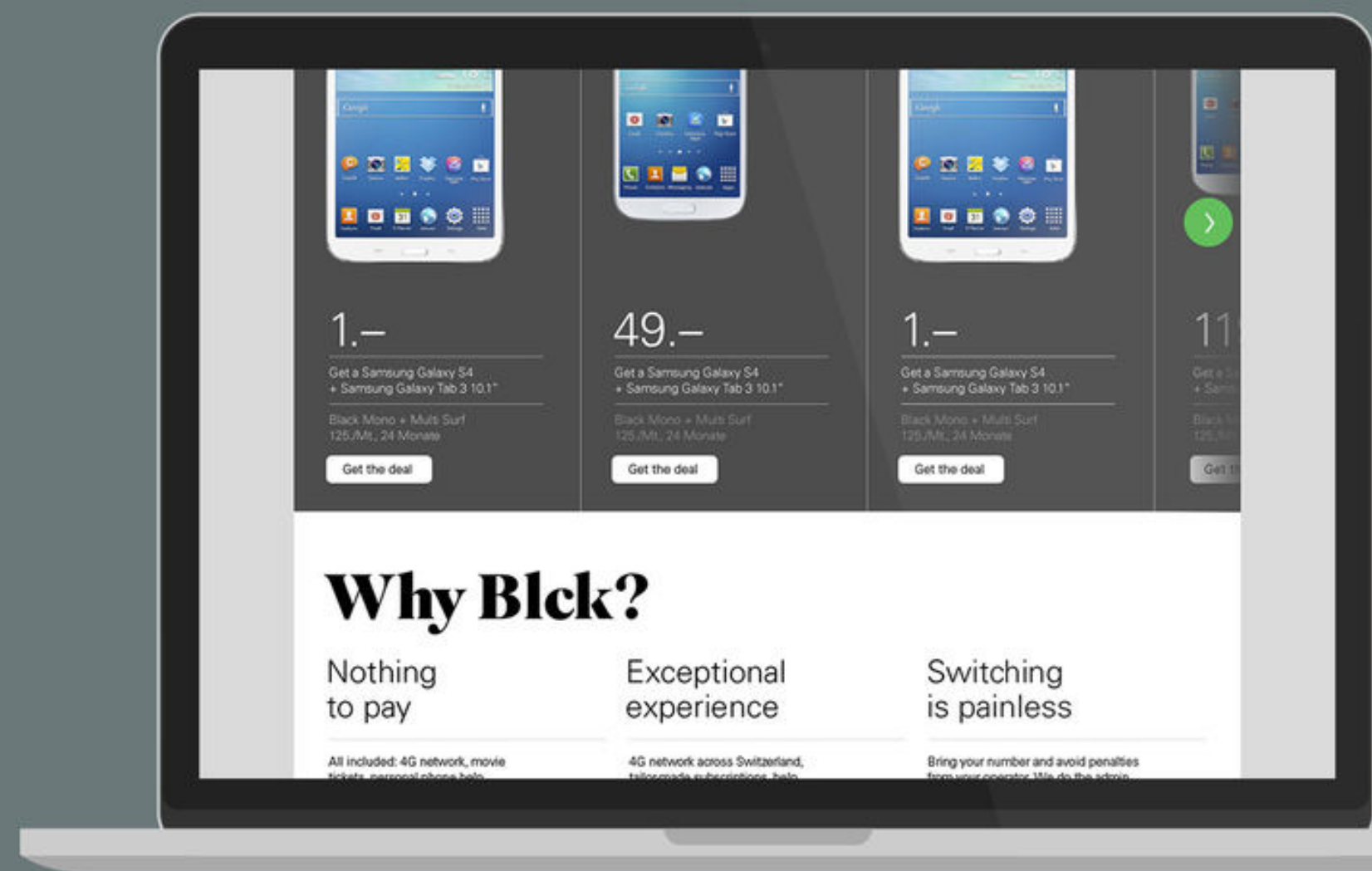
## Salt.ch

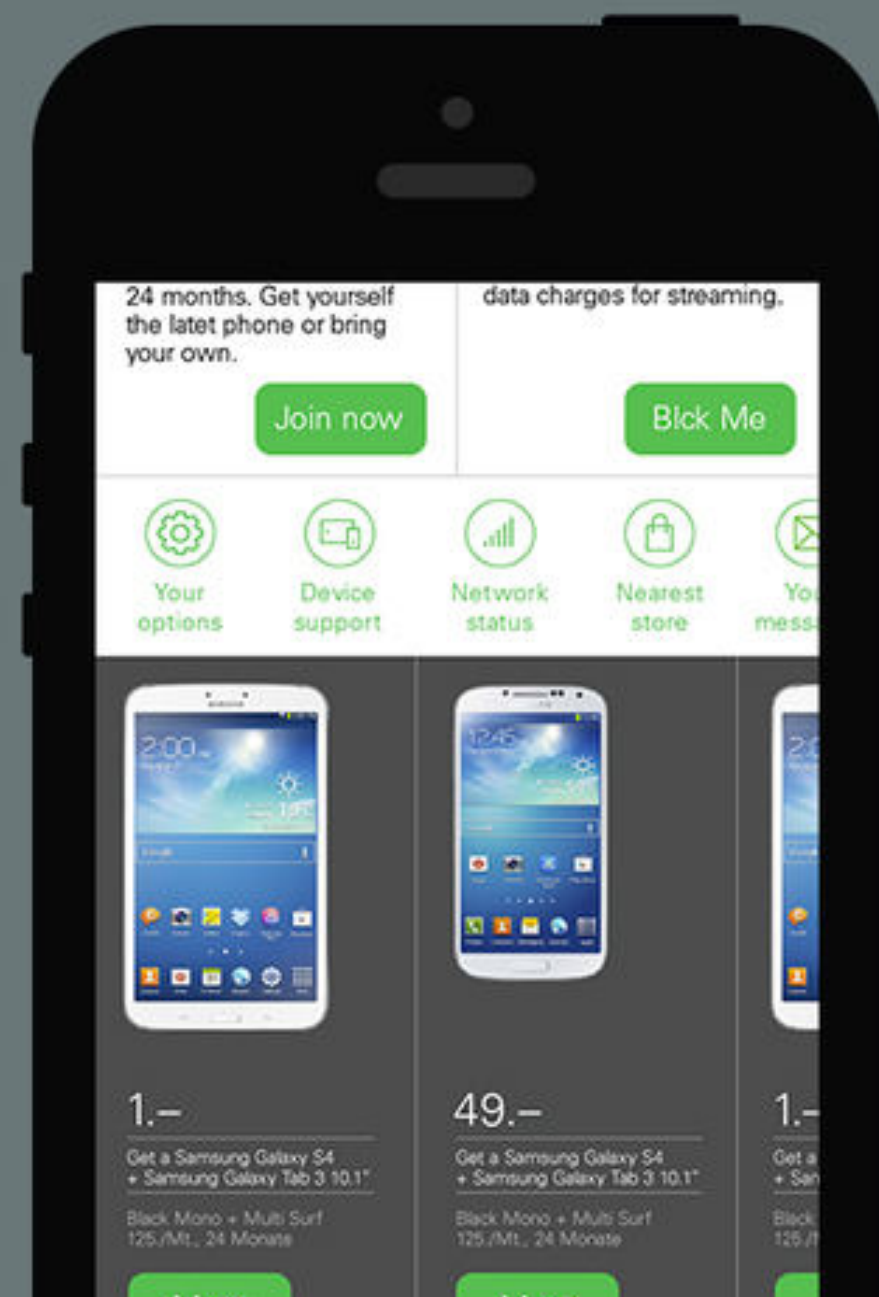
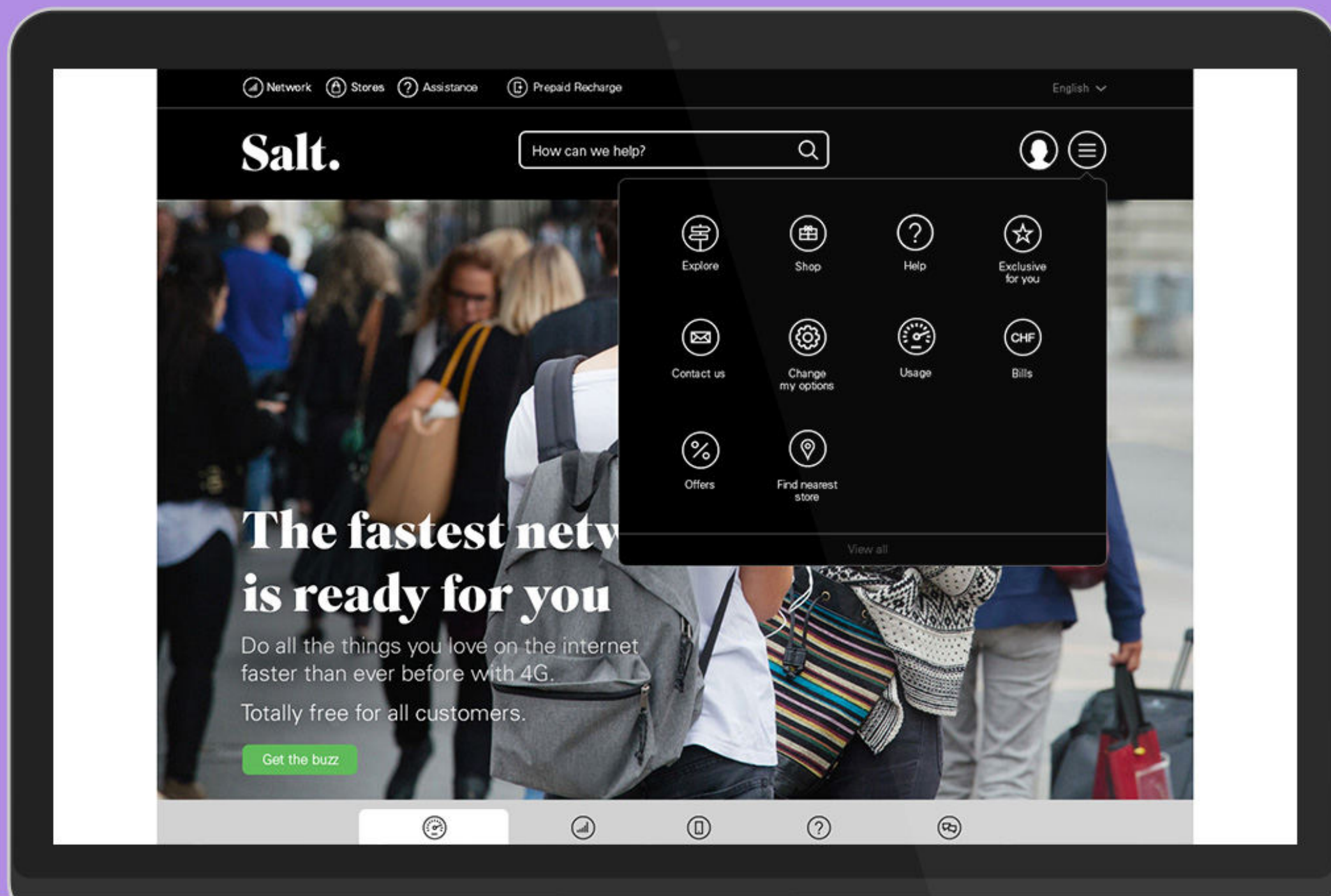
A comprehensive digital design system for Orange Switzerland's rebrand as Salt. I was responsible for all of the UX, wireframing, and front-end design on the project — for both the marketing and user account sections of the website.

### Website

“James was great at taking feedback, delivered everything he promised on time and the standard of design was as high as I'd expected from his portfolio. The end result was a really happy client and, personally, the most stress-free part of the rebrand.”

—Adam Johnson, Design Director, Prophet







Think with Google: My Edit  
Working as lead digital designer at MultiAdaptor in a multidisciplinary team, we created a one-of-a-kind physical<>digital interface for Google's marketing strategy blog.

Website

