



JAMES ROBERTS-SCOTT

Senior Product Designer

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I have two big passions in life; Learning and putting humans first in everything I do. Over the last decade, I've transformed assumption-led UX offerings into robust, human-centric services, captured my unique viewpoint of humans through still and moving pictures, transformed the 'blockchain' buzzword into a meaningful community driven authentication solution and created deep emotional connections with AI through synthetic patient avatars.

With my unwavering dedication to accessibility front and centre, I love solving the problems most people wince at. At the end of the day, if I do my job right, my work should be invisible, quietly enabling the people behind the 'user' to create a journey they will remember forever.

EDUCATION

Plymouth College of Art
Plymouth, UK
BA (Hons) - Graphic Design
2014

ACHIEVEMENTS

PM Awards 2025

- Shortlisted
- Win

PM Awards 2024

- Win

Creative Floor Awards 2024

- Shortlisted
- Win

New Designers 2014

- Shortlisted

SKILLS

Design

- Figma
- Figma Prototype
- Figjam
- Adobe Suite
- Sketch

Visual

- Development
- Framer
- WebStudio
- n8n (backend)

AI

- Midjourney
- Chat GPT
- Runway
- N8N
- Claude
- Firefly
- ElevenLabs
- MCP

Development (Working Knowledge)

- HTML
- CSS
- Javascript
- Python

Motion

- Premiere
- Da Vinci
- After effects

Misc

- Public Speaking
- Leadership
- Photography
- Videography
- Art Direction
- Mentorship

Strategy

- Omnichannel
- Marketing
- Email
- Customer

EXPERIENCE

Cherry Advertising

UX/UI Lead - April 2018 – Jan 2020 / April 2020 – March 2025

- Led the transformation of Cherry's UX practice into a strategic, audience-centric offering by embedding AI innovation, omnichannel strategy, user research, A/B testing and human-centred design. Scaling the team from 1 designer into a team of 5.
- Reduced production timelines by up to 80% through process optimisation, design systems and AI-driven workflows
- Pioneered AI solutions including synthetic patient avatars and generative AI event experiences, driving a 67% increase in delegate footfall
- Championed a data-led, omnichannel approach to elevate customer journeys across the business and increase frequency of data informed projects by over 300%
- Drove a cultural shift through team training, AMAs, and strategic MVP delivery, embedding design thinking, personas and user testing as a lynchpin of the project delivery process across the business.

Adaki

Co-founder | Creative Director - May 2023 – July 2025

- Spearheaded the creative and strategic direction of Adaki, a Web3-native streetwear and gaming brand merging blockchain, fashion, and anime culture.
- Redesigned and enhanced UX & UI of the Adaki dashboard game, introducing a range of new gaming mechanics, increasing user base by over 100%
- Rebranded and repositioned Adaki from the ground up, crafting a distinct anime-inspired identity blending a graffiti aesthetic with clean bold visuals.
- Led marketing, product storytelling, and community engagement, increasing engagement on socials by 60%.
- Developed a Web3-authenticated ecosystem across physical and digital drops, elevating value for holders
- Created AI solutions to consolidate 9 disparate data sources into an intuitive chat.

Potato

Product Designer (contracted) - February 2020 - March 2020

- Supported a lean product team in shifting a major client to a product-led mindset through strategic workshops to drive strong stakeholder alignment.
- Ran workshops with the primary client to transition to a product-led mindset

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Digital Designer - January 2015 – April 2018

- Joined as the agency's sole UX/UI designer and quickly grew into the lead role, shaping digital design standards and processes across the business.
- Designed websites, apps, eLearning, and AI chatbots with a strong UX focus
- Mentored 2 designers and upskilled the team in digital and UX practices
- Improved onboarding, workflow efficiency, and external comms including the agency website and sales tools
- Supported brand storytelling through photography for internal and client campaigns

REFERENCES

Jon Harvey

Director of Innovation - Cherry Advertising

Sam Walsh

Managing Director - Hooked

Simon Oldridge

Senior Director - Cherry Advertising