

# Paul James

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<http://www.pjux.co.uk>

## UX designer, digital manager

I'm an experienced UX designer and digital channel manager used to high pressure and working in a team. I have a range of skills from strategy to research, to prototyping, analytics and copywriting. I focus on business and user goals to drive business value and minimize design risk.

## Successes

- Increased Prudential's corporate pension digital annual channel revenues from **£3m to £15m**.
- Designed and led the digital execution of Prudential private corporate pension website for one of its clients. It achieved **£25m** in revenue.

## Skills

- UX Design, usability testing
- Digital strategy
- Conversion rate optimization
- Wireframing, prototyping (Balsamiq Mockups, Keynotopia, Pencil Project)
- Web analytics (Webtrends, Google Analytics)
- HTML/CSS (basic)
- CMS (Wordpress, Alterian)
- Email campaign automation (Silverpop)
- Lead scoring (Salesforce)
- Digital copywriting
- Strong communication and analytical skills

## Experience

### PRUDENTIAL

#### Digital Manager, UX Designer

##### Prudential's Corporate Pension Digital Channel

July 2010-August 2016

- Responsible for the digital strategy, user experience design and content of Prudential's corporate pensions digital channel.
- Increased annual channel revenues from around **£3m to £15m**. Redesigned and optimized seven public corporate websites servicing the Local Government Pension Scheme, Teachers Pension Scheme and the Universities Superannuation Scheme.

- Built transactional capability and designed online secure forms so that users (employees) could apply and increase their pension contributions online.
- Created KPIs, web analytics reporting and sales attribution model to track performance and continuously improve CRO.
- Decreased costs and resource by redesigning and reducing the number of private corporate websites from 70 to 16. These portals serviced Prudential's private clients and included multinationals and FTSE 100 companies. This required solid stakeholder management.
- Helped improve relationships with some key private customers. For one client I led the user experience design and execution of a personalized website to enable employees to enroll in a pension plan. This brought in **£25m in revenue**.
- Process:
  - Digital strategy workshops, customer experience mapping, user journey flows analysis and design, stakeholder interviews, personas, prioritization matrix, requirements meetings, competitor / comparative analysis, solution sketching, wireframing, prototyping, creation of KPIs and analytics tracking (Webtrends), conversion rate optimization, copywriting and content strategy, email automation and lead scoring (Silverpop and Salesforce).

## Digital Content Manager

September 2008 – July 2010,

- Responsible for investments and equity release sections of [www.pru.co.uk](http://www.pru.co.uk) (2010)
- Redesigned financial tools, designed and A/B-tested digital campaign landing pages, responsible for content strategy and SEO optimization.
- Part of the team, which redesigned Prudential's D2C website [www.pru.co.uk](http://www.pru.co.uk) (2009). One of only two content copywriters providing content.
- Process
  - SEO optimization, stakeholder interviewing, user journey flows and web analytics (Webtrends) to optimize customer experience and user experience, content strategy, integration with commercial strategy to help achieve sales and retention targets.

## Content Management & Digital Copywriter

September 2007 – August 2008

- Responsible for content creation for a new Retirement Planner Tool and the complementary website [www.retireyourway.co.uk](http://www.retireyourway.co.uk) (no longer live). Both were created to elevate Prudential's brand and provide lead generation.
- Copywriting, heuristic evaluation, proto persona, competitive analysis, storyboard sketching, stakeholder management.

## **SELF-EMPLOYED**

October 2005-September 2007

- **Solution Focused Psychotherapist.** Built a client list and a website with an accompanying software program (Javascript/HTML) to help people overcome depression.
- **Contract features writer.** Undertook occasional contract work for Incisive Media and wrote four feature articles for Credit Magazine's Deal of the Year plus sub-editing duties.

## **DEALOGIC (EUROMONEY)**

### **Online Content Editor**

February 1998-September 2005

- Editor of online portal Project Finance Review, covering the global project finance market.
- Managed a team of eight research analysts, edited daily news, wrote deal analyses, features, and yearly reports.
- Redesigned the news service website – the approach was adopted across other products.
- Stakeholder and client management - senior international bankers and lawyers, attended conferences and represented Dealogic at meetings with market participants.

## **TRANSPORT FOR LONDON**

### **Information Officer**

August 1996-February 1998

- Researched and prepared information for press releases and handled written complaints and queries.

## **GAP YEAR**

November 1995-July 1996

Travelling around South East Asia

## **MOTOR INDUSTRY PENSIONS**

### **Research Analyst**

July 1994-October 1995

## **Education**

Bristol University, Law & German (LLB Hons) (1990-1994)

Vandyke Upper School, Leighton Buzzard, Beds (1984-1990)

A-levels: General Studies A; Economics A; History B, English Literature B;

German B. GCSEs: 9 GCSEs (8 A grades and 1 C grade) and A-O Level mathematics

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**Sabbatical** (September 2016 – Present) Renovation of an investment property.