

Hello, I'm James

I'm a design leader who helps organisations build great in-house teams and digital services

James Cook

Bristol, United Kingdom

Work samples on request

Design Leader with 20+ years' experience delivering software systems, defining design practices, and developing people

hellojames.co.uk, [linkedin.com/in/hellojames](https://www.linkedin.com/in/hellojames), adplist.org/mentors/james-cook

Experience

Design Mentor

2021-Present • global • ADPList

Lead Consultant

2022-24 • SG/AU • Thoughtworks

Design Operations Lead; User Experience Practice Lead

2017-21 • UK • OVO Energy

User Experience Lead

2015-17 • UK/DE/IN • Springer Nature

Experience Design Senior Consultant; Experience Design Consultant

2012-15 • UK/SG/IN • Thoughtworks

User Experience Designer

2011-12 • UK • Loco2 (now RailEurope)

User Experience Analyst

2008-10 • UK • Isotrak

Web Developer

2007-08 • UK • Cambridge Assessment

2006-12 Freelance

2006-07 **Cyfle/Sequence Digital**

2005-06 **Afanti Media**

Study

Design for Visual Communication PGC
University of the Arts London

Design for Interactive Media BA
University of Wales, Cardiff

Multimedia Product Design HND
Cardiff School of Art & Design

Highlights

- Grew OVO's practice from 5→50+ and shaped teams, ways of working, and culture
- Established Springer Nature's global UX community and design operations
- Led Design for Singapore Government's first large-scale agile transformation
- Mentored 200+ people and interviewed 400+, building inclusive design teams
- Taught accessibility at UXThailand 2024 and Singapore GovTech Ally Week

Expertise

- Building and scaling design capability within large organisations
- UX strategy, design operations, and delivery assurance
- Cross-functional leadership across product, design, and engineering
- Leading research, content, and design in complex agile environments
- Embedding quality, accessibility, and scalability into software delivery

Strengths

- Helping product, design, and engineering work together more effectively
- Influencing prioritisation and trade-offs to align delivery with user needs
- Managing and growing designers, and sustaining communities of practice
- Hiring, team design, and defining effective ways of working
- Adapting approaches to problem spaces, and helping teams work better
- Collaboration, co-design, and iterative delivery across disciplines
- Facilitating workshops for alignment, inception, and shared understanding
- Analytical, structured thinking and pragmatic decision-making
- Rapid visual thinking to explore ideas and build shared ownership
- Framing solution direction, structure, and interaction design
- Guiding teams through organisational and industry change
- Enabling teams with servant leadership

Recognition

2024 & 2025 ADPList Top 100 Mentors

2019 OVO Values Heroes

2016 GovInsider Innovation Awards

2013 Google Global Impact Awards

2006 NESTA Innovate to Educate

People before pixels.

Hello, I'm James

I've worked internationally with a wide range of clients across sectors

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 **thoughtworks**

 **SELFRIDGES&CO**

 **energy**

 Singapore Government

SPRINGER NATURE

nature

 **BMC**

 Springer

 **GOV·UK**

 **SLC**
Student Loans Company

UXThailand

 **ADPlist**

 **CAMBRIDGE**
UNIVERSITY PRESS & ASSESSMENT

.LIBERTY

AMNESTY
INTERNATIONAL 

 standard chartered

HAWCROFT 

janio

nti

xero

 **BT**

RAIL EUROPE

ISOTRAK 

 Sequence

 **Labour**

Liberal Democrats 

BBC

afanti