

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

James Cook

Bristol, United Kingdom

Selected work on request

Seasoned designer with 20+ years' experience developing teams, leading people, improving design operations, and delivering enterprise software systems

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+, shaping 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 & 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 & growing designers, and sustaining healthy 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, surface gaps, and build shared ownership
- Framing solution direction, structure, and interaction design
- Guiding teams through organisational and industry change
- Enabling teams through 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.

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

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 **thoughtworks**

 **SELFRIDGES&CO**

 **ovc 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**

 **RAILEUROPE**

 **ISOTRAK**

 Sequence

 Labour

 Liberal Democrats

 **BBC**

 afanti