



JAMES FONTAINE HERRERA

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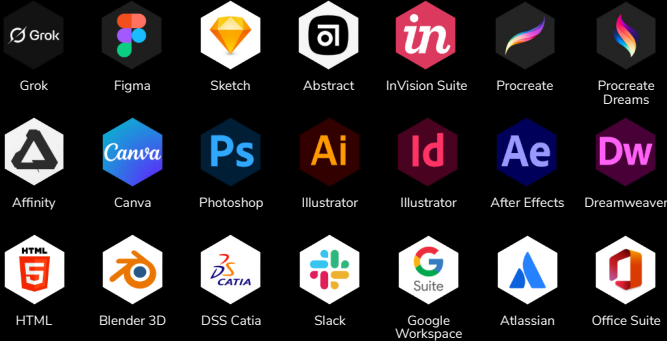
PROFILE

Senior Product Designer with over 12 years of experience designing end-to-end digital products in international and remote environments across SaaS, startups, and technology platforms. Specialized in UX/UI, strategic design, and product growth through data-driven approaches. A hybrid profile combining visual design, user experience, and business thinking, with proven ability to lead the full product design lifecycle from research to implementation driving user acquisition, engagement, and brand perception.

SKILLS

UX/UI Design, Product Design, AI for Design, User Research, User Testing, Wireframing, Prototyping, Design Systems, A/B Testing, Accessibility & Inclusive Design, Data-Driven Design, Systems Thinking, Agile Methodologies, User Journey Mapping, Information Architecture, Responsive Design, Visual Design, Graphic Design, Branding & Identity, Project Management, Copywriting, 3D Modeling, Video Production

PROGRAMS



EXPERIENCE

Senior Product Designer

abodoo May 2024 - Dec 2025

Worked remotely as a UX/UI designer at abodoo, an AI-driven skills mapping and job matching platform connecting talent with opportunities worldwide, elevating the user experience through intuitive designs and data-driven improvements.

Responsibilities:

- Designed user flows, wireframes, prototypes, and UI handovers
- Researched market and users
- Implemented best practices and design methodologies
- Created marketing assets
- Produced how-to videos and introduction videos
- Built and maintained DSM library
- Improved onboarding process
- Participated in feature backlog brainstorming
- Maintained and improved company and product website

Digital Product Designer

Plentific Apr 2021 - Jan 2024

Worked remotely for a property repairs and maintenance SaaS platform, designing new features, improving the user experience, implement new design processes and create demo prototypes to be used to acquire new clients.

Responsibilities:

- Collaborated with Project managers to implement new features
- Researched market
- Copy writer
- Introduced new design process
- Designed user flows, wireframes, prototypes and UI handover specs

User Experience Design

Cycloid

Apr 2020 - Dec 2020

Worked remotely on refactoring DevOps platform to improve the user experience, implement processes and consult team on UX best practices.

Responsibilities:

- Designed site maps and user flows
- Designed wireframes, prototypes and UI handovers
- Researched the market and user
- Implemented best practices and other design methodologies

Freelance Designer

Fontaine Design LTD.

Dec 2019 - Mar 2020

As an independent design consultant, I developed diverse visual solutions spanning logos, posters, digital interfaces and marketing assets, primarily catering to emerging startups.

UX/UI Designer

Arrk Group

Jul 2018 - Nov 2019

Responsible for conveying consistent design work including but not limited to: UX/UI designs for app/web platforms for a digital solutions firm.

Responsibilities:

- Created digital and print collateral assets, ranging from posters, cards, social media content, video content and animation
- Designed wireframes, prototypes, copy and final UI and specifications
- Experience in research and testing with real customers
- Successfully devised and run design sprints for teams

Freelance Graphic Designer

tastecard

Jul 2017 - Sep 2017

Developed artwork for the Dining Club Group, an employer benefits company. Responsible for designing banners, emails, landing pages and powerpoint presentations for three companies: tastecard, Gourmet Society and hi-life.

UX Visual Designer

boohoo

Dec 2016 - May 2017

Developed wireframes, mockups, and other digital artwork for an online fashion retailer. Built prototypes to conduct Monetate testing for qualitative analysis to iterate and rapidly adjust designs based on feedback.

Responsibilities:

- Redesigned the website and app
- Created and standardised templates for IT to use as guidelines
- Documented all aspects of the redesign such as font sizes, padding and image size
- Created prototypes by using sketches, wireframes and InvisionApp

Senior Web Graphic Designer

Betfred

Oct 2012 - Jun 2016

Developed concepts and artwork for online betting company, created graphic design solutions from the ground up. Responsible for developing and creating both digital and hardcopy designs for a wide range of product campaigns, advertising and devices. Strong team player with excellent leadership traits and meticulous attention to detail.

Responsibilities:

- Acting Head of Design Department for four months due to unexpected position vacancy
- As Senior Graphic Designer mentored and lead a team of four designers
- Managed, produced and designed projects from cradle to grave
- Supervised the evaluation of all graphic materials to ensure design quality and accuracy
- Collaborated with product teams to provide innovative campaign ideas

EDUCATION

Certificate SolidWorks Essentials

SolidSolutions

Sep 2017

Manchester, UK

Certificate for Dassault Systems Catia

University of Wales - Cesine Campus

July 2012

Santander, Cantabria, Spain

Master's Degree in Innovation and Technology Management

University of Wales - Cesine Campus

July 2012

Santander, Cantabria, Spain

Bachelor's Degree Industrial Design and Multimedia Eng.

University of Wales - Cesine Campus

July 2011

Santander, Cantabria, Spain