

# Jeswin James

## Experience

### Capital One Design Lead

08/2024 - Present

- Lead the creation of a centralized design system resource hub, curating and organizing UX standards to drive consistency, improve onboarding, and support scalable design decisions across teams.
- Oversee the design review process, ensuring all experiences meet platform and visual design standards, and serve as a final checkpoint before features are approved for production.
- Host Office Hours and lead micro-consulting efforts, delivering rapid UX guidance, live design problem-solving, and Figma prototyping for updates to live experiences.
- Develop and maintain comprehensive UX documentation, aligning resources with enterprise goals while improving accessibility and ease of use for designers and partners.
- Collaborate cross-functionally with product, engineering, and design teams, refining workflows, conducting experience audits, and building internal dashboards to support visibility and decision-making.

### Bank Of America Lead UI/UX Designer

05/2022 - 05/2024

- Collaborated with business leadership and development teams to identify UX improvements and established design guidelines for broader UX teams.
- Led design initiatives by mentoring UX designers and promoting design best practices, fostering a culture of knowledge sharing and process consistency.
- Managed project timelines, resources, and documentation to ensure efficient delivery of high-quality designs within deadlines.
- Created and refined UI patterns and icons, establishing new design standards across the business.
- Conducted heuristic evaluations of business platforms and implemented user flows, journey maps, and prototypes to drive successful design solutions.

### Cuehype Entertainment UI/UX Designer

11/2020 - 04/2022

- Designed end-to-end user experiences for CueHype's music streaming platform, including intuitive navigation, engaging interfaces, and seamless content discovery flows.
- Delivered strategic UX artifacts such as user flows, wireframes, low- and high-fidelity prototypes, and polished UI mockups to support feature development from concept to launch.
- Partnered with product and engineering teams to align on user needs, technical feasibility, and design intent—driving consistent, player-centric experiences.
- Applied usability heuristics and accessibility standards to enhance user engagement and interface clarity across mobile and web platforms.

## Projects

**Game Design:** Designed UI systems, game assets, game mechanics, rule framework and interactive flows for a personal turn based iOS card game. Created prototypes, storyboards, and motion graphics to explore user interactions. Completed Python-based games including Asteroid Shooter, Frogger, and Western Shooter focusing on gameplay logic and UI design.

**Flagscape Mobile:** Improved mobile accessibility and UI for iOS and Android by collaborating with cross-functional teams. Conducted accessibility testing and delivered high-fidelity designs for implementation.

**Onboarding Portal – Appian Integration:** Streamlined onboarding workflows by designing an onboarding portal and integrating participant tracking, roster tools, and reporting features. Designed intuitive interfaces to support automation and improve operational efficiency.

## Contact

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## About Me

Creative and passionate UX Designer with 9 years of experience crafting user-centric design solutions across fintech, video games and VR. Proven ability to lead UX strategy, build intuitive interfaces, and prototype interactive experiences from concept to production.

## Skills

- **Software:**
  - Figma
  - Sketch
  - Adobe XD
  - Unreal Engine
  - Procreate
  - Photoshop
  - Illustrator
  - SolidWorks
  - AutoCAD
  - Python
- **Design:**
  - Usability Testing
  - Visual Design
  - Prototyping
  - Mobile UI Design
  - Game Asset Creation
  - Iconography
  - Interaction Design
  - Persona Development
  - Journey Mapping
  - Game Creation
  - UI/UX Design for Interactive Experiences
  - AR/VR Design

## Certifications

UI Design for Games by Graft Studio, 2025

Generative AI Design & Research, 2025

Interaction Design Specialization, University of California San Diego, 2022

Google UX Design Professional Certificate, 2021

## Education

**Bachelor of Science:** Mechanical Engineering, 09/2016 *Sree Buddha College of Engineering*

**Diploma:** MEP CAD