

# James David Seaton Hodge

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🌟 20+ Yrs Creative 🌎 7+ Yrs Remote Work 🌐 10+ Yrs Strategic Leadership  
🛠️ 10+ Years Technical Builder 🎓 10+ Years Creative Leader



## Manager – UI/UX & Product Design

**Hello, my superpower is being a hybrid creative. What does that mean?** I am able to design, code, and understand complex backend systems. I speak the language of dev, design, and stakeholders and I connect them. The outcome is I align all pillars of a company and turn design and code into systems that work beautifully for both the business and the end user.

👉 Portfolio → [www.jhcreative.co.za](http://www.jhcreative.co.za)  
👉 Intro Video → [Introduction Video](#)  
👉 LinkedIn → [linkedin.com/in/jdshodge](https://linkedin.com/in/jdshodge)

## Work Experience

### Founder & UX Systems Lead & Product Strategist

Contracted • 2020-Present

PropTech | WellnessTech | iGaming | MobileTech

Independent principal designer for brand and product consultancy supporting startups and SMEs through launch, growth and repositioning.

- Led end-to-end brand development, product launch campaigns, and MVP design for startup founders.
- Provided naming, identity, packaging, digital design and UI/UX strategy as a full-stack creative partner.
- Shaped the brand and interface of a multi-platform product integrating hardware and software.
- Led brand-aligned UX/UI redesigns for web and mobile platforms, creating scalable, modern user experiences.
- Directed system-level product branding including onboarding, user flows and subscription model logic.

### Lead Brand & Product Creative

Health on the Go • 2016–2020

Directed a creative team, managing projects from conception to completion, and ensuring alignment with the company's strategic vision.

- Successfully launched health products in multiple international markets, significantly expanding the brand's global footprint.
- Led the design and production of marketing collateral, packaging, and digital content, driving brand growth in competitive markets.
- Managed in-house creatives and external agencies
- Built consistent cross-platform brand presence

### UI/UX Design Manager

Nologo Studios • 2012–2016

Helped reposition the studio's design offering toward SaaS and digital product markets.

- Repositioned the brand for international markets, overseeing product design, packaging and go-to-market materials.
- Led all creative strategy, building consistency across physical and digital brand touchpoints.
- Managed and Created in-house CMS and agency teams across content, campaign, digital and retail.

### Website Manager

The Fire Tree Design Company • 2008–2012

Improved client websites through better user experience, content flow and CMS integration.

- Drove company repositioning through brand redesign, platform UI and content strategy.
- Built SaaS brand foundations and digital experiences for multiple sectors.
- Designed modular component libraries aligned to consistent brand principles.

### Studio Design Manager

Balefire Designs • 2004–2007

Ran studio operations and led visual design for national campaigns and branding projects.

- Developed brand identities and marketing material
- Designed print and digital collateral for diverse industries
- Managed client relationships and creative workflow within a small dynamic team

## Education

I've always been more hands-on than textbook. Most of what I know comes from doing the hard work building, breaking, solving, and figuring things out as I go. Along the way I've picked up some formal education too :)

Vega School Imagination Labs – Web Development (2004)

Hirt & Carter Digital – Advanced Graphic Design (2003)

Westville Boys High School – Matric (2002)

## About Me

I am James a design leader with years of experience building UI/UX frameworks, leading cross-functional teams, and aligning user needs with business outcomes.

I bring a blend of strategic product thinking, design craft, and managerial leadership, ensuring every digital touchpoint is intuitive, scalable, and engaging.

My approach combines human-centered design, systems thinking, and hands-on collaboration with developers, stakeholders, and executives to drive clarity and impact.

### Value I Bring

- ✓ Human-centered UI/UX strategy with proven design leadership
- ✓ Ability to translate complex requirements into clear outcomes
- ✓ Team-first management style – balancing mentorship, delivery, and innovation

## Roles I Fulfil

### UX & Product Design

Lead UX Engineer • Product Designer (Senior/Lead) • UX Architect • Experience Designer • Interaction Designer • Information Architect • UX Strategist • Design Systems Lead • DesignOps Specialist.

### Creative & Brand Leadership

Multidisciplinary Designer • Creative Lead • (Digital) • Brand Experience Designer • Design Lead (UI/UX) • Creative Systems Lead • Head of Design Systems • Brand Strategist (Digital Products) • UI/Visual Design Lead •

### Strategic & Cross-Functional

Strategic Experience Architect • UX/Design Lead (Cross-Functional Teams) • Product Strategist • Innovation Designer • Experience Strategy Lead • Customer Journey Architect • Digital Transformation Designer.

## Key Competencies

### UI/UX Leadership

Design systems • User journeys • Design frameworks • Workshops & sprints

### User Research & Testing

Personas • Journey mapping • Usability studies • Insights → Strategy

### Cross-Functional Collaboration

Product squads • Agile design handoff • Developer alignment

### Management & DesignOps

Mentorship Workflow setup • Jira/Asana/Trello integration

### Tools

Figma (advanced systems), Adobe CC, FigJam, InVision, Zeplin, Notion, Confluence.