

JAMES DAVIDSON

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Designer with 10+ years of experience helping educational, scientific, and cultural organizations communicate complex ideas through storytelling, visual systems, and audience-centered design. Skilled at translating information into clear, engaging experiences across digital and physical environments.

DESIGNER | VISUAL SYSTEMS & UX STRATEGY

STANFORD GRADUATE SCHOOL OF BUSINESS

12.2021 – present

- Led the design strategy for migrating 50+ faculty websites and developed a scalable framework accessible to all Stanford faculty, improving consistency and the communication of academic research across Stanford's digital ecosystem.
- Established a shared design system adopted across multiple teams, improving efficiency, consistency, and collaboration.
- Partnered with faculty, leadership, and program stakeholders to translate complex academic content and research initiatives into clear, accessible digital experiences.
- Led accessibility improvements for content viewed by 20,000+ users annually, ensuring WCAG compliance and improved usability.

LEAD EXHIBIT DESIGNER (FREELANCE)

PALO ALTO JUNIOR MUSEUM AND ZOO

08.2022 - 09.2023

- Designed interactive exhibit experiences that translated scientific concepts into engaging and accessible visitor interactions.
- Developed exhibit branding and visual guidelines that strengthened consistency across physical and digital experiences.
- Partnered with educators, stakeholders, and content experts to align storytelling, exhibit content, and visitor experience goals.

VISUAL DESIGNER

CALIFORNIA ACADEMY OF SCIENCES

09.2015 – 12.2021

- Led visual communication and information architecture for an online publication platform serving 1M+ annual visitors, translating scientific research into accessible public narratives.
- Collaborated with researchers, engineers, and strategists to develop digital learning experiences and communication initiatives.
- Developed visual systems adopted across multiple teams, improving consistency and reducing production effort.
- Designed exhibit and communication assets, applying insights from 50+ user sessions to improve clarity, engagement, and accessibility.

SKILLS

Visual Communication
Information Design
Communication Strategy
Presentation Design
Editorial Design
Design Systems Stakeholder
Engagement Accessibility
Creative Direction
Cross-Functional Collaboration
Adobe Creative Suite
HTML/CSS
GenAI & Emerging Technology

EDUCATION

University of Washington
BFA, Visual Communication Design
Rome Design Program

SELECTED PROJECTS

bioGraphic
Science publication platform for public audiences..

California Dinosaur Garden
Interactive exhibit focused on accessibility and engagement.

Stanford GSB Templates & Systems
Design systems for faculty communications and publishing.