

UX designer and Webflow specialist now six years in. I think and the build: user flows and wireframes in Figma, then the Webflow build, then the tracking and A/B testing that tell us whether it worked. My degree is in psychology, which is where the research and usability side comes from, and I trained into UX properly at Signifly, learning the Danish user-centred approach from their Copenhagen design team. I've been spending as much time advising teams on scope, architecture and conversion as I do building.

PROFESSIONAL EXPERIENCE

Senior Webflow Developer | Signifly

Global Design & Technology Studio

APR 2024 - PRESENT

- Design and build campaign and brand experiences in Webflow for global clients. User flows, wireframes and high-fidelity prototypes in Figma first, then the responsive build. Roughly 50 projects since joining, covering almost everything the studio ships.
- Learnt the studio's Danish user-centred design approach from the Copenhagen UX team and now work that way as standard: research and structure before surface, and test before anything ships. Scandinavian design practice puts function and clarity ahead of decoration, which is what makes it hold up commercially.
- Built SiteAssist's site around two audiences with very different needs, investors and buyers. Split the journeys, rewrote the landing pages to match their paid LinkedIn campaigns, capturing leads in the B2B construction industry from Balfour Beatty, Vinci, Anglian Water, McDermott's, Uperio Group, Steel River Power, Noriker Power, and fco.gov.uk.
- Built Rennsport's site for a Porsche 911 restomod specialist, using GSAP and Lenis for the motion work. Three custom cars sold within a month of launch. The project was published by The Brand Identity, where I'm credited on web development, and the launch reel pulled over 760,000 organic views and 4,000 new followers in its first month.
- Ran a Tour de France prize game for UNO-X and 7-Eleven. 155,000 visitors, 22,000 people played, 14% converted. Also delivered a signal-mining campaign and two landing pages for Lama, with GA4 event tracking feeding back into brand direction.
- Ran A/B testing for a date brand to settle a naming and positioning question. The winning variant, Datekin, drove 2.5 times more add-to-cart than the alternative, so that became the direction.
- Rebuilt Findable and Understory.io during full rebrands. Both raised shortly after launch, €8m and €15m.
- Advising MAPS Museum on UX changes to lift visitor numbers and reach. Ongoing.
- Build reusable components, templates and interaction patterns so the team ships faster. Fluent in Client-First, MAST and Lumos, and I pick whichever suits the project rather than forcing one on it.
- Most senior Webflow person in the studio. Leading a team of five and run a fortnightly session across the Copenhagen, Montreal and London offices, sharing Webflow experiences, updates, build patterns to five developers and three consultants.
- All consultants globally bring me into pitches for scoping, technical architecture and technical selling. I also own the relationship with Webflow's enterprise partner team for co-selling.
- Own launch QA. Check performance, responsive behaviour, accessibility and tracking before anything goes live, and audit structure and SEO with Screaming Frog.
- Work in code where projects need it: Nuxt, Next.js, DatoCMS, Vercel and GitHub. Contributed to signifly.com itself and support the frontend team on builds such as Efcode.

Freelance

Webflow Designer & Developer | All Points 3PL

MAR - APR 2024

- Freelance project focused on enhancing site performance. SEO focus on designing and building optimised, high-performing web pages.

Webflow Designer & Developer | Chorus Arts

FEB - APR 2024

- Rebuilt the site to feel like walking through a gallery. Custom code alongside native Webflow, with video woven into the browsing experience rather than dropped on top of it.

Webflow Designer & Developer | London Children’s Allergy Clinic

2023 - PRESENT

- Designed and built the clinic's site, working directly with the consultant to make clinical information legible and reassuring for worried parents.

Webflow Developer | Wiredondesign

Creative Digital Marketing & Design Agency

2020 - JAN 2024

- Ran a portfolio of clients including Richmond Pharmacology, Wildlife Vets International, Merton Chamber of Commerce, Guilfest, Featherstone Homes and Trials4us. Full builds, ongoing maintenance and campaign work for over a dozen companies.
- Restructured Richmond Pharmacology's 54-page site onto a CMS, fixing an information architecture that had grown unmanageable. Worked with the Head of Marketing on an overhaul combining paid social with design changes to the site. Net profit grew 30%.
- Planned campaign strategy with Wildlife Vets International's fundraising team. £35,000 raised in a single week during The Big Give, past their target.

EDUCATION

- University of Sussex: **BSc Psychology**; Minor Studies: **Objects of Art, Criminology, French**.
- Brainstation: Certificate of **Product Management**, Oct 2022 - Dec 2022
- Google: **Fundamentals of Digital Marketing** Certificate
- UX and design: user flows, wireframes, information architecture, high-fidelity prototyping, design systems, responsive and accessible design, usability testing, conversion rate optimisation, Figma, Adobe Suite
- Build: Webflow (Client-First, MAST, Lumos), HTML, CSS, JavaScript, GSAP, Barba.js, Swiper.js, Nuxt, Next.js, DatoCMS, Vercel, GitHub, VS Code
- Motion and 3D: Spline, Unicorn Studio, Lenis
- Measurement and growth: Google Analytics, event tracking, Meta Pixel, Screaming Frog, AEO, Klaviyo, Mailchimp, paid social
- AI-assisted workflow: Claude, MCP, Webflow MCP

REFERENCES

“James is a first class designer - we're tremendously happy with our firm's new website which we hope to set and forget for many years now! Thank you James.” **Ollie Blears - RW Blears**

“James was a student on my Product Management course. I was incredibly impressed by his enthusiasm and diligence, and he presented a final project that showed unusual ambition and sophistication. James is an excellent product thinker.” **David Jones, BBC**

“Want sensational Webflow work done? - YOU NEED JAMES CHU I'm delighted to recommend James. Very fast, accurate and solution oriented. Both in-person and remotely, James can quickly and accurately make an appreciation of the brief and deliver first class solutions. James is a talented designer who creates elegant, effective solutions. All of my colleagues enjoyed meeting and working with James, a true collaborator and valuable addition to any team.” **Maria Katehis, Chorus Arts**