

James Cooke

Founder, Director & Product Leader helping organisations discover, design and innovate from Sydney, Australia

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Innovative and results-driven Product Owner and Director with over 16 years of experience in creating user-centered digital products and platforms. Proven track record in leading cross-functional teams, driving product strategy, and delivering exceptional user experiences across diverse industries including education, fashion, finance, and sustainability.

Adept at identifying opportunities for growth, optimising processes, and delivering projects that exceed client expectations.

Experience



Hello Human

Founding Director / Head of Product & Innovation

Sep 2017 – May 2024
Sydney, AU

I started Hello Human to be different from traditional consultancies. Our unique approach is centered on helping organisations understand their customers, test, validate, and create innovative digital products/platforms, and grow internal teams. This enables them to tackle the right problems at the right time, setting us apart from traditional consultancies.

As the director of Hello Human, I play a pivotal role in the scoping, pitching, planning and strategy of new projects. My extensive product owner experience has been instrumental in embedding Agile methodologies within organisations, ensuring daily prioritisation based on business impact and user feedback, decision-making, and measuring success throughout the product delivery lifecycle.

Working in various industries, including education, farming, fashion, finance, legal, sustainability, and traceability, I've helped clients create, automate, and realise new areas of opportunity and revenue growth.

Some select client accomplishments include:

- Innovated customer streaming experiences for SBS, resulting in a **25% increase in user engagement**
- Created a world-first "Componentised On-demand manufacturing platform" for the fashion industry, helping secure **\$8M in new funding**
- Developed and launched Meat and Livestock's first holistic design system to **improve delivery efficiency by 30-40%**
- Designed, developed and launched a digital traceability platform improving traceability and sustainability efforts that is actively used by **every single Red Meat farmer** in Australia today
- Digitised and automated sustainability reporting to help farms reduce emissions, reduce costs and move towards a **more sustainable future**
- Created an aggregated content platform for Sunshine Coast Tourism to allow internal teams to create content, optimise content delivery and **reduce ongoing costs by 300%** throughout their networks



International Towers Barangaroo

Product Owner / Lead User Experience Designer

Sep 2016 – Sep 2017
Sydney, AU

Ran an embedded product team to own the roadmap, strategic vision and unified digital experience for a new way of connecting cities.

Role included, but not limited to:

- Managing a product team consisting of developers, UX designers, QA and Agile coaches
- Conducting contextual research to understand possible areas for improvement
- Rapid prototyping concepts and possible solutions
- Working with internal and external stakeholders to ensure product deliverables were on time and in scope
- User testing possible solutions
- Build a cohesive roadmap to bring all elements of the product together
- Running sprint planning, retrospectives and continuous improvement Sprints
- Utilising the Jobs-to-be-done framework to understand customer pains and potential gains
- Workshopping with the development team to possible solutions and potential pitfalls



Atlassian

Design Team Lead (Manager) - JIRA Software

Dec 2015 – Sep 2016
Sydney, AU

Managed a team of designers to work towards the future of JIRA Software and help maintain a development cadence with any current work.

A design team leads role included, but not limited to:

- Develop OKR's for the JIRA Software design team to guide career growth
- Participate in workshops to understand pain points, potential solutions and Concepts
- Work with the Product Owners to facilitate a vision for the next 1-3 years
- Conduct user testing on current and possible future solutions
- Weekly 1-on-1's with the design team to help wherever possible
- Run design sprints to quickly ideate, validate and present concepts for JIRA software
- Using the Jobs to be done framework to understand what our customers want to use task management platforms to do



AMP

Senior Service Designer (Consultant)

Jul 2015 – Dec 2015
Sydney, AU

Working as part of the Service Design & Innovations HCD team to help design an entirely new way of mobile banking.

This role included:

- Working with the BA's, Product Owner, developers and UX teams to ensure the design vision was kept on track
- Rapidly prototyping and testing mobile onboarding flows and application processes
- Conducting in-home research to help frame potential pains and gains
- User testing concepts and paper prototypes



Vodafone Australia

Lead User Experience / Lead Product Designer (Consultant)

Jan 2013 – Jul 2015
Sydney, AU

As the Lead UX throughout Vodafone's core agile teams, I helped drive innovation, design standards, and best practices for Vodafone's customers.

Responsible for the overall user experience, including workshop facilitation, ideation & rapid prototyping, user journey development, interaction design/development and managing UXD resources.

Implemented a cross-team design/development framework to improve design consistency, development time and team up-skilling which helped deliver Vodafone's flagship Data product.

Community Engine

Lead UX Engineer / Front End Tech Lead

Dec 2009 – Dec 2012
Sydney, AU

Lead UX developer in charge of the overall UX standards and JavaScript framework, managing the frontend team to set coding and experience guidelines meet business requirements.

Previous Employment history available on request

Education

University Of Portsmouth

BEng Hons, Computer Network Management & Design

2001 – 2004
Portsmouth, UK

Skills

Product Management

- Product Management / Product Strategy
- Stakeholder Management
- Roadmap Design and Strategic Planning
- Data-Driven Decision Making
- Team Leadership
- Cross-Functional Team Collaboration
- Decision-Making & Prioritisation
- User Research Methodologies

Agile Methodologies

- Agile Methodologies (Scrum, Kanban)
- Sprint Planning, Retrospectives, Continuous Improvement
- Jobs-to-be-Done Framework
- Design Sprints & Rapid Prototyping
- User Testing and Validation Techniques
- OKR Development and Implementation

Technical Proficiencies

- User Experience Design
- Design Systems (Figma)
- Jira / Confluence Admin
- Interaction Design/Development
- React and UI development

