



## James Garnham

A designer with over 20 years experience.

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I help organisations connect powerfully and emotively with the heart of their audience.

**Nationality**  
British

**Location**  
London

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**20–25** **Freelance UI/ UX roles**  
Various clients

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**13–20** **Owner/ Partner/ Creative Director**  
Base Creative

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**09–13** **Owner/ Creative Director**  
Garnham Associates

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**05–09** **Freelance roles**  
London design agencies, multiple roles

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I am passionate about designing and building great things — brands that deeply resonate, apps and websites that are a delight to use, motion that brings a smile and code that is efficient and robust.

Naturally entrepreneurial, I have founded and grown several businesses. I am driven, tenacious and help projects and agencies thrive by applying my experience and solution-driven mindset.

As a multi-skilled self-starter with strong analytical skills, I work equally well individually or as part of a team. I also have a wide professional network of trusted collaborators to help deliver successful projects.

Please visit my website to learn more.



Professional reference

## Martyn Rankin

Head of Product/ Engineering & Agile Delivery Lead, Alvie Health

alviehealth.com

By creating a structured design system, he brought efficiency and consistency to our workflows, ensuring that future iterations of the product would be both scalable and maintainable

I had the pleasure of working with James over the past year where he played a key role in Alvie delivering a reimagined patient-facing app.

From the outset, James brought a deep sense of empathy to his work, creating a design that was not only functional but also welcoming and reassuring for our users. He was able to take the complexities and challenges with the previous version of the app and translate these into intuitive, empathetic experiences which resulted in a significant uplift to key business metrics as well as a better user experience.

Beyond his design expertise, James quickly became a key part of the team and the wider company. He integrated seamlessly, feeling more like an internal team member than an external consultant. His enthusiasm, professionalism and passion for our mission were contagious, making him a joy to work with. Everyone who collaborated with him appreciated his positive energy and commitment to excellence.

One of his most impactful contributions was professionalising our design processes. By creating a structured design system, he brought efficiency and consistency to our workflows, ensuring that future iterations of the product would be both scalable and maintainable. He also struck a great balance between thinking strategically about the long-term vision and delivering high-quality work in the present.

I would highly recommend James to any team looking for a talented, thoughtful, design lead. His skills, attitude and collaborative approach make him an asset to any project and I look forward to working with him again in the future!



Professional reference

**Lisa Patel**

CEO, Istesso

[istesso.co.uk](http://istesso.co.uk)

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He has a passion for art and design and an eye for detail which is so well developed that when he presents his ideas, they seem as though they must have always existed

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I've worked with James for two and a half years on several projects, including a rebrand of my company including logo, website and development of stationary and presentation materials for meetings and conferences. James is one of a kind! He has a passion for art and design and an eye for detail which is so well developed that when he presents his ideas, they seem as though they must have always existed because they are so fit for purpose and beautiful.

James brings a thoughtful, considered approach to his projects and in our work has always put our needs front and centre, delivering above and beyond what we would have expected to achieve. He is considered in his approach, practical and thoughtful and engages with questions to understand the brief at a granular level at each stage.

Recently, James designed a poster for a scientific presentation for me. The design was so eye-catching that I was approached by world-leading experts to discuss the content, and the poster was the only one of the hundreds being presented on the day that had a constant crowd in front of it!

James views the world through a unique and extraordinary lens, which enables him to take complex ideas and make them accessible with unique, beautiful visuals that convey both imagery and emotion. It is a privilege to see him work, and the results are consistently elevated and elevating.

I would not hesitate to recommend James and his work. James is a pleasure to work with.

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Professional reference

## Venetia Wynter-Blyth

Founder/CEO, Alvie Health

[alviehealth.com](http://alviehealth.com)

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I cannot recommend James highly enough. His ability to translate the most complex ideas into simple, elegant solutions, his keen eye for detail, and deep understanding of user design principles means he consistently delivers intuitive and visually brilliant interfaces. His empathy with users ensures he creates designs that massively exceed expectations. James is head and shoulders (quite literally too!) above all the other designers I have worked with over the years, and am confident he will quickly become an invaluable asset to any team striving to create a compelling, best-in-class digital experience.

His empathy with users ensures he creates designs that massively exceed expectations.

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Professional reference

**David Simpson**

CEO, Iksuda Therapeutics

iksuda.com

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Glythera had grown its capabilities and was transitioning from an emerging biotech developing enabling technology platforms to becoming an oncology focussed drug development company and needed to delineate its previous existence to a new, higher value proposition. This change in focus needed to be distinct but also representative of the team we had built and our ethos that created the very cornerstone of our business.

James led the creation of the Iksuda Therapeutics brand by not only understanding the benefits that our treatments bring to patients living with cancer but by understanding what drives each and every one of our team, developing a deep understanding of our personalities which is reflected in our brand and message. This is particularly important to us as a business, as we work closely with our major partners and our brand clearly sets out our mission and intent for ultimate success for our patients.

James not only developed our brand including all of our website and marketing collateral but developed an emotional link to the business which was a game changer in how the company is now presented. James comes with my highest recommendation and will undoubtedly adapt and understand any business from any sector – achieving the highest results.

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