



Jack Gurden

A Visual designer who specialises in design systems and brand applications. Currently working on Spatial UI.

📍 London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Links

📷 [Instagram](#)

Languages

English (Fluent)

About

Hi i'm Jack, a UX/UI designer with a passion for design systems and creating intuitive digital experiences. I bring creativity and fun to each project to ensure my clients' visions come to life in the most effective way possible. Beyond work, I draw inspiration from streetwear fashion, art, cinema, and video games, with The Last of Us being a personal favourite for its immersive storytelling. In short, my life revolves around creativity, aesthetics, and powerful narratives that spark my imagination.

BRANDS WORKED WITH

Farfetch

Jack James Design

Experience

- **Visual Designer**

Jack James Design | Mar 2023 - Now

Jack James is my own design consultancy. It is a digital first design studio focused on preserving brand legacies for the modern age without compromising on the stories they tell.



- **Product & Brand Designer**

Farfetch | Mar 2020 - Jan 2023

My last role was as a Product Designer / Design system specialist. I've worked on rolling out the FARFETCH rebrand and FPS rebrand through the Design system. In the past years here are some of my highlights:

- Created and implemented a white label UI kit that includes components, layouts, theming. Introduced a tiered system in to the UI kit that allowed fashion brands to use our system in a way that fits their needs.

- Introduced multiple frameworks that would be used across design at Farfetch such as; Motion Design framework that allowed users to translate brand identity into micro interactions. Component Maturity index which added flexibility and functionality that helped designers to align in the way we build components.

- Lead the design of a replatforming of an Education Tool used by Farfetch partners. I conducted explorations and research into understanding how people will access the tool. I worked with external developers to transform their platform to match the Farfetch brand.

- Created a Internal Brand and Design System website. I ran multiple workshops and card sorting sessions to help improve the IA of the site. I designed multiple journeys and tested them. I also wrote component documentation.