



[james pendry]

James X.A. Pendry, RPCiT

Creative Technology & Digital Innovation Lead

Digital Innovation | Spatial Computing | AI | Interactive Media

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Professional Summary

Creative technology and digital innovation lead with 10+ years' experience across immersive technology, interactive experiences and emerging-tech development in commercial, healthcare and public-sector environments. Former Creative Director, with experience taking work from early strategy and prototyping through multidisciplinary delivery for global brands and regulated organisations. My current work at the City of London Corporation extends that background into AI evaluation, governance, delivery models and organisational innovation. I specialise in turning unfamiliar technology into clear propositions, usable experiences and realistic implementation approaches.

Key Expertise: Creative technology leadership · Emerging-technology strategy · Spatial & immersive experiences · Experience strategy · AI-enabled workflows · Rapid prototyping · Cross-functional delivery · Client & stakeholder leadership · Digital governance

Skills & Tools

Spatial & 3D

Unity · Spline · 8th Wall · Lens Studio · Blender · Maya · ZBrush
· Substance 3D · Shader Graph

Design & Prototyping

Figma Designer / Make · ProtoPie · Illustrator · Photoshop ·
InDesign · Affinity · Canva · Clip Studio

Video & Motion

Premiere · After Effects · Topaz

Delivery & Workflow

Jira · Miro · SharePoint · Planner · Notion · Power Apps

AI & Automation

ComfyUI/ComfyDeploy · Local LLM workflows · Synthesia ·
Codex · Copilot Studio · Power Automate

Ways of Working

Agile / hybrid delivery · Stakeholder/SME collaboration ·
Team enablement

Selected Highlights

- » Directed immersive and interactive work for organisations including McDonald's, NEOM, NHS, Mastercard, Tommy Hilfiger, Paramount+ and HP.
- » Co-led the world's first livestreamed VR surgery in 2016, helping pioneer the use of immersive technology in medical education.
- » Led and contributed to work recognised by the Campaign Tech Awards, Campaign Experience Awards and Demo the World.
- » Projects featured by BBC, Sky News, CNN and major international creative-industry publications.
- » Designed a digital property platform for cataloguing and managing location-based ownership, using blockchain-based verification.
- » Designed and rolled out a hybrid digital-delivery workflow adopted across the wider team, structuring project intake, subject-matter expert collaboration and cross-department requests.

Education

- » BSc Computer Games Design & Illustration — University of East London, 2013
- » Foundation Diploma, Art & Design — Ravensbourne College, 2009

Certifications

- » AI and Digital Transformation in Government (UNESCO & Oxford Saïd, 2026).
- » AI For Business Specialization (Wharton, University of Pennsylvania, 2025).
- » Google Digital Marketing & E-commerce Professional Certificate (2025).

Interests: Traditional illustration · Generative AI and local LLM experimentation · Narrative design · Interactive media

Experience

Digital Learning & Innovation - Interim | City of London Corporation (Sept 2025 – Current)

Shaping the technical and creative revitalisation of digital learning infrastructure within a highly regulated public-sector environment, modernising legacy systems into more engaging learner pathways while developing secure, documented operational frameworks.

- » Designed a hybrid digital-delivery workflow adopted by the wider team, structuring project intake, subject-matter expert collaboration and cross-department requests.
- » Directed the L&OD brand strategy, visual identity and UX standards, establishing a more cohesive and accessible design system across the digital learning environment.
- » Developed a digital learning proposition to capture and share senior organisational expertise for internal and external audiences, securing approval from Directors of People and Transformation to progress the concept.
- » Developed and evaluated a four-stage AI-assisted learning model, assessing learner value, vendor capability, integration, data/privacy requirements, governance, operational ownership and cost at scale.
- » Upskilled digital team members in Power Apps, video production and Affinity, increasing internal creative and technical capability.

Creative Director | Darabase (Jun 2021 – Mar 2025)

Led creative across AR and spatial-technology projects that turned physical locations, OOH media and property environments into interactive experiences. Directed concept development, UX/UI and 3D design for clients including McDonald's, NEOM, Tommy Hilfiger, Malfy Gin, Paramount+ and HP.

- » Led multidisciplinary creative development across concept, interaction design, UX/UI, 3D and immersive production, working closely with development, strategy and marketing teams.
- » Built and refined internal creative workflows and tools, improving how projects progressed from R&D and prototyping into client delivery.
- » Worked directly with clients and internal teams to translate complex spatial technology into clear creative propositions and intuitive experiences.
- » Oversaw brand positioning work that clarified Darabase's creative direction and market voice.

Freelance Creative Consultant (AR/VR) (May 2020 – Jun 2021)

Delivered bespoke XR prototypes for Campari, Vype, Darabase and creative agencies including Sharpend, working with small teams, tight turnarounds and ambitious briefs.

- » Worked across concepting, spatial interaction, UI design, and lightweight production pipelines.
- » Advised clients on immersive UX, creative feasibility, and interaction patterns.

Creative Director | Medical Realities (Jul 2016 – Apr 2020)

Led creative development of immersive healthcare and training experiences across VR, AR and 360° media, working with organisations including the NHS, Bayer and Coloplast.

- » Co-directed the world's first livestreamed VR surgery, helping pioneer the use of immersive technology in medical education.
- » Developed immersive medical training and assessment experiences, including 360° surgical learning and OSCE pilots with healthcare and university partners.
- » Developed educational XR content adopted by universities and global health partners, extending immersive learning beyond individual demonstrations into repeatable training use.
- » Directed experience design around the constraints of early VR hardware and distribution, balancing immersion, accessibility and scalability.

Creative Lead & Designer | Amplified Robot (2014 – 2016)

Joined as a CG artist and was promoted to Creative Lead, directing 3D and AR projects for clients including Mastercard, Bayer Medical and Novo Nordisk.

- » Worked hands-on across CG/3D production, visual design, interfaces and early immersive storytelling.