

LARNELLE CHAMBERS

SENIOR PRODUCT & VISUAL DESIGNER

Design systems / Product experience / Brand & packaging

Kingston, Jamaica | larnellefrancois@gmail.com

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PROFILE

Multidisciplinary designer with 8+ years of experience across financial-services products, enterprise workflows, and visual communication. Combines research and systems thinking with a graphic designer's attention to form, hierarchy, and brand. Experienced from discovery and prototyping through design-system governance, production handoff, and team coaching.

PROFESSIONAL EXPERIENCE

Independent Product & Visual Designer | Self-employed

Kingston, Jamaica | 2026-Present

- Create product, visual, and packaging work, including an illustration-led packaging system for Pure Chocolate Jamaica across two collections and 12 products.
- Develop labels, cartons, pouches, and canisters, carrying the visual system through print-ready prepress files.

User Experience Designer | National Commercial Bank Jamaica

Kingston, Jamaica | October 2018-May 2026

- Led end-to-end UX/UI work for customer-facing banking products, partnering with product managers, developers, marketing, and business stakeholders from discovery through delivery.
- Built and governed Oasis, a versioned design system with 2,000+ components, semantic tokens, documentation, and contribution rules.
- Redesigned loan workflows by shadowing loan officers, mapping friction across 14+ views, restructuring information hierarchy, and validating prototypes against working tasks.
- Contributed to mobile banking through ideas shared in design reviews, design system components, and design governance.
- Reframed mortgage journeys around orientation, comparison, and application readiness through content audits, journey architecture, wireframes, and prototypes.
- Led experience work for the NCB homepage and Capital Markets website, balancing customer needs with enterprise constraints.
- Facilitated usability research and testing, translated findings into delivery decisions, and coached junior designers through Figma, usability-testing, and UX-practice workshops.

DESIGN RANGE & FOUNDATIONS

Larnelle Chambers | Product, systems, and visual practice

EARLIER EXPERIENCE

Graphic Designer | Copy C.A.T

Kingston, Jamaica | 2016-2018

- Led visual design across websites, brand identities, brochures, social media, illustration, and motion assets for varied client briefs.
- Supervised social media creative and translated campaign needs into coherent, production-ready visual systems.

IT Local Services Intern | Sagicor Life Jamaica

Kingston, Jamaica | July-August 2013

- Deployed and configured computers, resolved hardware and software issues, installed upgrades, and guided users through new systems.

TOOLS & METHODS

Product & research: UX strategy, interviews, contextual inquiry, journey mapping, information architecture, usability testing, responsive web and mobile design, interactive prototyping.

Systems & delivery: Component libraries, semantic tokens, documentation, contribution models, accessibility, developer handoff, cross-functional collaboration, design coaching.

Visual & brand: Identity, campaigns, art direction, illustration, packaging, social media creative, static and motion design, print production.

Software: Figma, Adobe Creative Suite.

EDUCATION

University of Maine at Presque Isle

Bachelor of Liberal Studies (B.L.S.) | Expected Spring 2027
Management Information Systems minor.

University of Technology, Jamaica

BSc, Computer Science, Multimedia | 2016

CERTIFICATION

Interaction Design Foundation

Human-Computer Interaction: The Foundations | January 2022
Top 10% distinction

SELECTED WORK

Product and systems case studies / Pure Chocolate packaging
Oasis Geometric typeface / Graphic design and studio work