

James Blackwell

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Portfolio 🌐 www.blackwellspace.com

PROFILE

- Full stack interactive designer with over 10 years experience in visual branding, web design, marketing and content creation
- User experience designer; expert in research, testing, interaction models, wireframing and prototype creation
- Graphic artist, photographer & videographer with proven success delivering creative across a variety of media channels

Expert

Design Adobe CC: Photoshop, Illustrator, InDesign

Coding HTML

Prototyping InvisionApp, Proto.io, Axure and OmniGraffle

Management Microsoft Office, Adobe Acrobat, Google Apps, Constant Contact

Intermediate

Design Keynote, Dreamweaver

Coding HTML5, CSS, CSS3

Photo/Video Adobe CC: Flash, Premiere Pro and Media Encoder

Management Google Analytics, Wordpress, Marketlive

Proficient

Photo/Video Adobe CC: After Effects, Lightroom

Coding Javascript, jQuery, PHP

Management SiteCatalyst, MailChimp, Omniture Analytics, X-Cart, Blogger

EXPERIENCE

Qvidian | Chelmsford, MA

Senior Designer

10/2014 – Present

- Designing web and mobile user experiences and interfaces, in an Agile environment, for a suite of cloud based enterprise level applications
- Building interactive prototypes, UX specifications and visual style guides for collaboration with cross-functional development teams
- Performing research to develop user journeys & personas, and usability testing to prove workflows, inform and validate designs

Blackwellspace Designs | Vail, CO and Boston, MA

Owner/Contractor

3/2012 – Present

Clients: TripAdvisor, Eze Software Group, Results Digital, SOS Outreach, Venture Sports, The Cycle Effect

- Designing and developing web application and mobile creative solutions on a contract basis
- Implementing interactive marketing solutions for small businesses and non-profit organizations
- Digital marketing consultant producing editorial, social media and e-mail marketing strategy and creative
- Delivering web graphics, photography and videography content for promotional, e-commerce and social media operations

Makibie | Nashua, NH

Senior UX Strategist

10/2013 – 8/2014

Clients: Data Storage Technology, TIAA-Cref, DataGravity, Turn Right

- Created and implemented user experiences for enterprise level applications, heavily focused on financial services and data management
- Designed and built interactive prototypes for client creative review and user testing
- Worked directly with clients to provide detailed UX standards guidelines and GUI design resources, including documentation for offshore development
- Provided in-house photography and videography services

Ptarmigan Sports | Edwards, CO

E-Commerce and Online Operations Manager

11/2010 – 2/2012

- Built and launched e-commerce website and managed online operations for multi-channel outdoor retailer
- Designed user interfaces and creative content for cross-platform implementation, from shopping cart integration to e-mail campaigns
- Executed digital marketing strategy focused on streamlined landing pages, paid search, affiliate advertising and social media promotion

Gorsuch, Ltd. | Vail, CO

Graphic Designer and E-Commerce Manager

5/2008 – 11/2010

- Designed e-commerce website and digital creative for luxury fashion and skiwear multi-channel retailer
- Managed website team; collaborated with marketing, sales & merchandising departments to plan and execute digital marketing operations
- Increased online revenue from 43% to 61% through redesign of user experience, sales increased 241% between 2008-10
- Designed and deployed e-mail marketing campaigns (circulation 300,000) averaging in .3% response rate
- Built targeted analytics reporting with Siteclick and Omniture, to measure response to segmented creative and promotion testing

Blue Sky Brands, Inc. | Allston, MA

Website & E-Commerce Manager

6/2007 – 3/2008

Production Designer - Print and Web

7/2005 – 6/2007

- Designed and developed e-commerce website for Bits and Pieces - a multi channel retailer of puzzles, toys & gifts
- Collaborated with sales and merchandising departments to coordinate digital marketing strategy with direct mail operations
- Increased online sales by 102.1% between 2007-08 through redesign and testing of e-mail marketing & site user interface
- Designed and deployed weekly e-mail campaigns (circulation 500,000) averaging in .2% response rate
- Updated and analyzed web analytics reports using Fireclick and MarketLive

Booth Creek Ski Holdings, Inc. | Waterville Valley, NH

Graphic Designer & Photographer

7/2003 - 7/2005

Desktop Publisher

8/2002 - 7/2003

- Designed on and off-site marketing materials for year-round vacation resorts (Loon Mountain, Waterville Valley, and Cranmore Mountain)
- Photographed events and models for targeted advertising and promotional use
- Collaborated with partner agencies and design teams including Allen & Gerritsen, Volvo and Southwest Airlines on campaigns

EDUCATION

State University of New York • Purchase College - Purchase, NY

Bachelor of Fine Arts in Visual Arts

1999

- Teaching Assistant for "Introduction to Digital Photography and Photoshop" in 1997

Amsterdam School of the Arts • Amsterdam, Netherlands

Hogeschool voor de Kunsten

1998

- Coursework included drawing, painting, sculpture and photography