

James Blackwell

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Portfolio 🌐 www.blackwellspace.com

PROFILE

- Experience designer and lead: expert in building user interfaces, prototyping, wireframing user research and usability testing
- Full stack interactive designer with over 10 years experience in software & web design, e-commerce and digital marketing
- Visual artist, photographer and videographer with proven success delivering creative content across media channels

Expert

Design Photoshop, Illustrator, InDesign, Sketch

Coding HTML5, CSS3

Management InVision App, Office365, Adobe Acrobat, Google Apps, Wordpress

Intermediate

Design Axure, OmniGraffle

Coding JavaScript, jQuery, Angular, Bootstrap, Codepen.io

Photo/Video Premiere Pro, Media Encoder, Aperture, Flash

Management Salesforce, Git, Perforce, Google Analytics

Proficient

Design Blender, Unity,

Coding PHP, Node.js

Photo/Video After Effects, Lightroom

Management SiteCatalyst, Basecamp, NPM

EXPERIENCE

Qvidian | Chelmsford, MA

Senior Product Designer

10/2014 – Present

- Designing cloud based web and mobile solutions in an Agile environment for a suite of enterprise-level software products
- Leading research initiatives to develop user journeys and personas, and establish business cases for new features and initiatives
- Collaborating with executive team and other internal stakeholders to create and manage product roadmaps
- Building interactive prototypes, UX specifications and UI/visual style guides for collaboration with cross-functional teams
- Conducting concept & usability testing to validate designs and engage customers

Blackwellspace Designs | Vail, CO and Boston, MA

Owner/Contractor

3/2012 – Present

Clients: TripAdvisor, Eze Software Group, Results Digital, SOS Outreach, The Cycle Effect, Development Insights

- 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

CERTIFICATIONS

Front-End JavaScript Frameworks: AngularJS

The Hong Kong University of Science and Technology, Coursera

5/2016

Front-End Web UI Frameworks and Tools

The Hong Kong University of Science and Technology, Coursera

3/2016

HTML, CSS and JavaScript

The Hong Kong University of Science and Technology, Coursera

2/2016

Emerging Leaders Certificate

Corporate Education Group,

11/2015

Scaled Agile Framework - Product Manager/Product Owner Program

Scaled Agile, Inc.

2/2015