

James Blackwell

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Portfolio 🌐 blackwellspace.com

PROFILE

- Product design leader, expert in creating user experiences, prototyping, wireframing, user research and usability
- 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 Sketch, Adobe CC (Photoshop, Illustrator, InDesign), Axure

Code HTML5, CSS3

Management InVision, Office365, Adobe Acrobat, Google (AdWords), Wordpress

Intermediate

Design Figma, Adobe XD, Blender

Code JavaScript, jQuery, ChartJS, Angular, React, Git

Photo/Video Premiere Pro

Management Salesforce, Azure

Proficient

Design Blender, Unity,

Code PHP, Unity, NodeJS

Photo/Video After Effects, Lightroom

Management SiteCatalyst, Basecamp, SEO

EXPERIENCE

Blackwellspace Designs | Freelance

Owner/Contractor

3/2012 – Present

Clients include: Chain Companies, The LOOK Book, OneMish Lodge, Cosmoholic, TripAdvisor, Eze Software

- Design and develop websites, software products and mobile solutions on a contract basis
- Produce interactive content – including AR/VR materials – for corporate clients and non-profit organizations
- Digital marketing strategy; production of editorial, social media and e-mail marketing strategy and assets
- Provide visual design, photography and videography services for distribution across content channels

Philips | Cambridge, MA

Lead UX Developer

3/2019 – 3/2021

- Lead user experience (UX) design and development for the Digital Innovation Hub of Philips Research North America
- Collaborated with various business programs, research scientists and clinicians to design and build new software products for healthcare
- Partnered with design agencies to align product vision, standards and implementation of our Design Language System across the enterprise
- Directed engineering efforts to deliver exceptional quality to stakeholders – on time – in a highly regulated industry

Upland Software | Chelmsford, MA

Senior Product Designer

10/2014 – 3/2019

- Managed user experience (UX) design for cloud based web and mobile applications for enterprise-level software products
- Designed and maintained interactive style guide and user interface (UI) component library
- Built interactive prototypes and UI specifications for delivering features
- Worked with executive stakeholders to develop business cases for new features and initiatives for product roadmaps
- Collaborated with globally distributed engineering resources leveraging Agile processes
- Managed research initiatives with Product Management to develop user journeys and personas
- Conducted concept & usability testing to validate designs and foster ongoing engage with key customers

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 developed interactive prototypes for client creative review and user testing
- Worked directly with clients to provide detailed UX guidelines and GUI design resources, including documentation for offshore engineers

Ptarmigan Sports | Edwards, CO

E-Commerce and Online Operations Manager

11/2010 – 2/2012

- Designed and developed e-commerce website and managed online operations for multi-channel outdoor retailer
- Created user interfaces and digital content for cross-platform implementation, from shopping cart integration to e-mail and social 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

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

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

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

Scaled Agile Framework Certification

Scaled Agile, Inc.

2019, 2015

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 Certification

Corporate Education Group

11/2015