


JAMES BLACKWELL

Digital Product Designer

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SKILLS

Design

- Figma
- Adobe Creative Cloud
- Sketch
- Axure, InVision
- Webflow

Development

- HTML + CSS
- Wordpress (PHP)
- jQuery, JavaScript, Angular
- HotJar, Mixpanel, Optimizely
- SEO, Firebase & Google Analytics

EDUCATION

Bachelor of Fine Arts 1999

State University of New York / Purchase College
Purchase, NY

Hogeschool voor de Kunsten 1998

Amsterdam School of the Arts
Amsterdam, Netherlands

CERTIFICATIONS

AI For Everyone 2022

DeepLearning.AI via Coursera

Scaled Agile Framework 2019, 2015

Scaled Agile, Inc.

Front-End Web UI 2016

HTML, CSS and JavaScript 2016

Front-End JavaScript Frameworks and Tools

The Hong Kong University of Science & Technology
via Coursera

PROFILE

- Expert in creation of user experiences and user interfaces through prototyping, wireframing, user research and usability
- Full stack interactive designer with 15+ experience in software & web design, e-commerce and digital marketing
- Visual artist, photographer and videographer with proven success delivering creative content across media channels

PROFESSIONAL EXPERIENCE

WayWiser | Austin, TX (Remote)

Senior Product Designer 4/2022 – 2/2023

- Led user experience research and design for a startup focused on helping caregivers protect the financial security of, and provide better care for aging adults
- Collaborated with CTO and Product Director to design and deliver features to bring initial product to market
- Partnered with marketing to build a beta program with 25 early adopters, to identify key pain points and collect feedback on MVP features
- Created design system in Figma and partnered with large offshore engineering team to rapidly implement compelling user interfaces and interactions consistently

Gaia | Louisville, CO

Senior UX Designer 6/2021 – 4/2022

- Led user experience research and design for a conscious media streaming video platform
- Collaborated with product management and business stakeholders (Member Services, Marketing) to build features to improve member engagement across web, iOS, Android and TV apps (AppleTV, Roku, Fire TV, etc.)
- Designed and rapidly prototyped concepts for usability testing with members
- Maintained interactive style guide and user interface component library

PROFESSIONAL EXPERIENCE, CONT.

Blackwellspace Designs | Freelance

Owner/Contractor

12/2010 – Present

Clients include: Venture Sports, The Chain Companies, Stevens Pass, TripAdvisor, SOS Outreach, Girls Inc.

- Designing and developing websites, software products and mobile solutions on a contract basis
- Producing interactive content – including AR/VR concepts – for corporate clients and non-profit organizations
- Providing visual design, photography and videography services for distribution across digital content channels

Philips | Cambridge, MA

Lead UX Developer

3/2019 – 3/2021

- Led user experience design and development for the Digital Innovation Hub, Philips Research North America
- Collaborated with business and government programs, research scientists and clinicians to build five new healthcare software products – from problem statements and whiteboard sketches to MVP software
- Partnered globally with design agencies and development teams across the enterprise to build software adhering to established regulatory standards, and utilizing Philips Design Language System to ensure seamless integration with existing products
- Directed engineering delivery using Scaled Agile techniques to deliver exceptional quality to stakeholders, on time, in a highly regulated industry

Upland Software | Chelmsford, MA

Senior Product Designer

11/2018 – 3/2019

Senior UX Designer, Qvidian (acquired)

10/2014 – 11/2018

- Led user experience and user interface design of four unique, cloud based web and mobile applications for enterprise-level software product suites
- Managed integration of new products into SaaS software platform of an organization focused on growth through strategic acquisition; worked with executive stakeholders to develop business cases for new features and initiatives for product roadmaps
- Designed, developed and maintained online, interactive style guide and UX/UI component and pattern library
- Collaborated with globally distributed engineering resources leveraging Scaled Agile ways-of-working
- Created user testing program and conducted concept & usability testing to validate designs and foster ongoing engagement with key customers, as well as to develop user journeys and personas for our businesses

Makibie | Nashua, NH

Senior UX Strategist

10/2013 – 8/2014

Clients included: Data Storage Technology, TIAA-Cref, DataGravity and Girls, Inc.

- Created and implemented user experiences for startup MVP concepts and enterprise level software applications, heavily focused on financial services and data visualization
- Designed and developed interactive prototypes for client creative review and user testing
- Worked directly with clients to provide detailed UX guidelines and UI design resources, including documentation for offshore engineers

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 and collaborated with marketing & sales to plan and execute digital marketing operations
- Increased online revenue from 43% to 61% through redesign of user experience, sales increased 241% between 2008-2010

