James N. Wynne

EMPLOYMENT

Sr. UX Designer, Freelance
01/2021 - Present
Assisting clients in solving UX problems and designing experiences based on analytics, heuristic evaluations and feature requirements. Clients include:

Eight Bit Studios - Leading UX effort to globalize an e-learning application (Web, iOS, Android) for global insurance association.

ARC / Epsilon / Leo Burnett - Led UX effort to evaluate and redesign a global pharmaceutical company website using analytics, survey and a heuristic evaluation followed by wireframing and prototyping recommended taxonomies and user journeys.

Main contact: Michaelangelo Velasco, VP Epsilon

UX Director, Sandstorm Design
09/2018 - 01/2021
Responsible for overseeing and producing all UX, content strategy and usability deliverables for mid-market digital agency. Responsibilities included:

- Conducting user research & analytics review
- Designing feature concepts
- Defining and re-architecting information architecture through site maps and prototypes
- Defining content strategy
- Defining taxonomies
- Conducting usability testing & Completing heuristic evaluations

UX for Lead for World of Hyatt Program, Hyatt
03/2018 – 8/2018
Oversaw the UX design and product development for the World of Hyatt loyalty program. Responsibilities included:

- Working with an agile team to define sprint roadmap
- Working with corporate stakeholders to ensure successful change management
- Creating and presenting UX designs and prototypes for feature evaluation
- Working with the larger UX team to redefine the overall Hyatt digital ecosystem and an improved booking path

Director of Digital Strategy & UX, HY Connect / MERGE
09/2016 – 02/2018
Lead digital strategy and UX design for integrated advertising agency. Created concepts and designed digital activations to support large advertising campaigns.

Responsibilities included:

- Designing & optimizing campaign landing pages
- Designing the features and information architecture for microsites
- Designing a touch screen Interface design and building the production system
- Designing mobile interactive experiences
- Defining video strategy and social media activations

User Experience Designer, Freelance
02/2016 – 09/2016
Pursued freelance opportunities as a Sr. UX designer specializing in Web and mobile UI definition. Projects included user persona and journey creation, wireframing and prototyping, API strategy, usability testing and content strategy. Clients included:

- PWC (working with CNA to re-architect actuarial application and manage change.)
- Resource Interactive (redefining taxonomy for Rubbermaid)
- HY Connect (defining digital strategy)

Executive Producer, R/GA
03/2015 – 02/2016
Oversaw scoping, project management budgets and quality for projects ranging from $100K to $1MM+. Oversaw full client portfolio of projects for $7MM client with an annual $3MM+ media buy. Responsibilities involved overseeing projects, mentoring jr. producers and advising the client on user experience and technology.

Sr. Producer, R/GA
07/2012 – 03/2015
Oversaw scoping, project management budgets and quality for projects ranging from $100K to $1MM+. Project types included OLA, Video, Radio, Web Sites, and Mobile Apps. Was also responsible for defining user experiences for mobile and web as a UX & technology specialist.

Sr. Producer, Motorola Mobility
05/2011 – 7/2012
Provided project management, scope definition and resource management for the Consumer Experience Design group within Motorola Mobility. Worked on cross-platform applications and devices including Android smartphones, Android tablets, set-top boxes and Android-based smart watch.

Director of User Experience, The Royal Order
05/2010 – 05/2011
Oversaw user experience and produced information architecture deliverables and content strategy for boutique design firm specializing in web and mobile e-commerce applications for large retailers such as Patagonia, Kohler, Orvis and others.

Interactive Producer , Euro RSCG
03/2009 – 05/2010
Managed the design and production of web sites, flash and rich-media banners, flash widgets and social networking campaigns for several international brands (Kraft, Sprint,

Valspar). Responsible for opportunity assessment, scope definition, staffing and project oversight as well as design and production management.

As a dual role, also served as an information architect for web site projects when needed.

Sr. Media Design Manager, Motorola
09/2005 – 01/2009
Managed design and production of user interface for mobile phones over 3 different software platforms. Products include RAZR2, Moto ZN5, Moto ROKR E8, PEBL U9, RIZR and other products currently in production. Additionally, built and managed in-house design asset management system for product marketing to select visual and audio design assets for preloading on mobile devices.

Sr. Information Architect, Orbitz
05/2003 – 09/2005
Completed wireframes and functional specifications for large e-commerce projects. Oversaw prototyping, usability testing and participated in new product development based on user needs and feedback. In 2004 Orbitz registered two patents for online products identifying me as the inventor.

Sr. Information Architect, brilliant-id
06/2002 – 05/2003
Completed requirements documents and information architecture deliverables (Use Cases, Detailed Site Maps, Wire frames) for internet, intranet and touch-screen applications. Additionally, provided project management support for large to mid-level projects.

Experience Architect, Andersen
01/2000-06/2002
Led interface design and production teams for large e-business engagements for a Big-5 consultancy. Fulfilled project management role for engagements ranging from $300K - $1.2 Million.

Also, oversaw the construction, deployment and use of a state-of-the-art usability lab.

Interface Production Lead, USWeb/CKS
04/1998-12/1999
Led interface production teams for large e-business engagements. Primarily responsible for all presentation layer construction and content management.

Interface Developer, State Farm Insurance
04/1997 – 04/1998
Assisted in the design and build of a web interface for PeopleSoft. Project included usability testing and integration with an IVR system.

Sr. Associate Editor, Chilton Publishing
06/1996 – 03/1997
As part of the Interactive Publishing Division, responsibilities included providing information architecture, content strategy and interface production for three separate monthly trade publication web sites.

Managing Editor, Go 2 What's New
12/1995 – 06/1996
Created content and led interface production for start-up e-catalog.

EDUCATION

1991-1995   Bachelor in the Science of Journalism, Northwestern University

SOFTWARE

Sketch	MS Suite
Axure	Google Analytics
UXPin	MOZ
Omnigraffle	Photoshop
Invision	CSS
Wordpress	