Jamie Lloyd

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LinkedIn Profile

Creative Technologist, FED, UX, PM

UX design & development | Product management | Creative Direction | Rapid prototyping & testing | Content management | Motion design | Online marketing

Advertising | Design | Tech | Small biz | .gov | Non-profit | Travel | Hospitality

Executive summary

Creative thinking and technical ability has served me well throughout my career. I've enjoyed much success bridging the gap between design and development. As a product manager at Expedia, I was responsible for guiding complex project plans and deliverables through demanding teams, and stakeholders with high expectations. Previously, I was a UX and front-end developer working with many top brands and advertising agencies creating unique interactive experiences. Currently, I am seeking a senior position as UX / Dev Lead with opportunity for advancement into team leadership. Professional skills include:

JavaScript, Angular, JQuery, Node, Grunt, HTML, CSS, WordPress, Action Script, MVC, Drupal, LAMP, Karma, Protractor, JIRA, Confluence, WebStorm, GIT, YouTrack, SEO, SEM, Google Analytics, UX, UI, Motion Design, Product.

Professional experience

Product Manager | Web Marketing | Expedia | 06.2015 – 12.2016

Promoted to Product Manager for web marketing initiatives.

Responsible for site-wide health of SEO / SEM marketing campaigns.

Grew car rental SEO visitors 35% YoY, roughly 75k shoppers from organic traffic. Technologies used: AWS, Drupal CMS to automate page generation for over a thousand key markets across the U.S. HTML, CSS, JS, and PHP template development. Worked with UX to improve designs.

Led efforts for massive site-wide cleanup to institute SEO standards and best practices.

Decommissioned legacy architecture, and de-indexed hundreds of thousands of pages hurting SEO rankings.

Supervised team to deliver new architecture for traffic management and attribution of all marketing channels using restricted last touch model.

Managed sprint planning and daily standups for web hotel team.

Improved delivery process for UX design to meet engineering needs within sprint cycles.

Prototyping Manager | UX Research and Development | Expedia | 05.2014 – 06.2015

Promoted to manager for UX development after 3 months.

Collaborated with UX team to create https://ux.hotwire.com public styleguide to help communicate Hotwire design guidelines to external partners.

Managed a developer to create prototypes of UX designs for communicating intent to front end developers on web hotel engineering team.

Established delivery process for UX design to meet engineering needs.

Created process for rapid development of prototypes for UX research and testing. Technologies used: Angular, grunt, node js, angular for Google maps, NPM.

Worked with research team to increase lab test velocity to twice weekly for 6 months.

Senior Prototyper | UX Research and Development | Expedia | 02.2014 – 05.2014

Team lead for newly formed research and development department in UX.

Responsible for rapid development of responsive mobile prototypes for iOS and Android devices, used in UX research and testing. Technologies used: Node js, Angular, bootstrap, CSS, HTML.

Setup ad-hoc user-testing lab with research team to record users trying out new interfaces.

Created over 2-dozen prototypes and iterations over 3 months.

Conducted weekly labs for 3 months.

Creative Technologist | FED, UX, UI | selfconstruct.tv | 2004-2014

Created stunning digital marketing, interactive, and motion design experiences for many leading brands and ad agencies.

Key projects and a few highlights:

2013	**The Longest Shortest Time**	Interactive WordPress Site, CMS **Bay Bridge Celebration**	Interactive WordPress Site, CMS
2012	**HTC**	Lead Front End Development for Global Rebranding Team lead for site-wide front-end development of new features. Reverse-engineered pre-compiled code base using ANT. Managed the build and deployments to the live site. Collaborated daily with 30+ developers in the Bay Area, Los Angeles, Canada, India and the UK. Created new interactive features and modules in the code base. Incorporated testing vs. deploy builds, documented the build process and trained the team on how to build and deploy internally.
2011	**Walmart**	Flash Interactive 50th Anniversary Timeline **iShares**	Blog + CMS and Flash Interactive Timeline **Village of Arts and Humanities**	Blog + CMS **Milliman**	2011 Flash Banner Campaign
2010	**Milliman**	2010 Flash Banner Campaign **School of Thought**	New Brand with Blog, Portfolio, Ajax Interface, Javascript
2009	**NOAA Climate Watch Magazine**	Blog + CMS for Online Magazine **Supercross Champion James Stewart**	Blog + CMS, Interactive Flash Header
2008	**James Bond, Quantum of Solace**	Flash Site to Promote Film Release
2007	**Budweiser, King of the Road**	Flash Site to Promote NASCAR
2006	**X Games 12**	Flash Site With Events and Schedules **iShares**	Flash Ad **Microsoft Asteroids Game**	Flash Ad
2005	**Armorall Owner Center**	Flash Site + CMS **Microsoft Xbox 360**	Product Launch Flash Site
Agencies	AKQA SF	AKQA DC	Ogilvy One SF	McCann Worldgroup	Whittman Hart	Tribal DDB	Freestyle Interactive	Tractor Design	School of Thought