

# James Carleton

## About

I love creating engaging user experiences that simplify powerful technologies. When done well, the user enjoys a seamless experience, without realizing all the work that went into it.

I've been working toward this goal most recently at Move Inc./Realtor.com. The perfect spot for me is on a talented team of creative individuals that can bring strong critique as well as laugh at the latest meme. I thrive on the challenge of leading interaction and visual design efforts with product and development staff toward results that meet business and UX goals. I strive to take every opportunity to grow through teammates, trainings, industry events and online resources.

I continually test emerging tools and methods to find the most effective workflow. After years of designing and developing the interwebs, I know my PNGs, PSDs, CLI, Git, IA, UI, UX and UAT. My days are lived in white board sketches, flows, wireframes, mockups, wiki pages, test results, and of course Web Inspector. I admire multi-device strategy, design thinking, user testing, agile dev, and lean UX. I avoid vague meetings, hasty reactions and deadly scope creep.

## Experience

### **2011 to Present - Move Inc./Realtor.com User Experience Designer, Consumer UX group**

- Lead designer for new Local section of Realtor.com - including interactive maps, data visualization and responsive design
- Lead designer for redesign and re-platform of SeniorHousingNet.com - including faceted search, lead gen and multi-device responsive design
- Lead designer for upcoming iOS/Android mobile app
- Designer for Realtor.com map search redesign
- Designer for Realtor.com mobile web app (m.realtor.com) rentals integration
- Frequent contributor to UX peer reviews, forums, and design documentation
- Integrated user research and analytics into project process
- Familiarity with HTML/CSS has increased my capability to collaborate with developers and prototype designs in the browser
- Samples available upon request

## More Experience

### 2010 to 2011 - Tinyprints (a Shutterfly Co.)

- Front End Developer for two booming e-commerce stationery brands: tinyprints.com and weddingpaperdivas.com
- Programmed HTML/CSS for website re-brand, seasonal edits, SEO and marketing emails

### 1997 to Present - James Carleton Design / E&J Design

- Freelance designer providing design/dev services to a variety of businesses and organizations, large and small.
- Sold, managed, and delivered a range of consulting services. Later formed E&J Design with expanded staff and service capacity
- I enjoy using side work as a playground to sharpen my skills and explore new approaches and technologies

## Education

### 1998 to 2003 - Bachelor of Science: Industrial Design

- San Jose State University
- Scholarship winner, student IDSA member/officer

### 1996 to 1998 - Associates: Art

- Hartnell College

## More

I like to keep things simple, but can provide more details as needed. Just let me know, thanks!

- Portfolio & Blog: [www.carletondesign.com](http://www.carletondesign.com)
- LinkedIn: [www.linkedin.com/in/jamescarleton](http://www.linkedin.com/in/jamescarleton)
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