

SUMMARY

With 7+ years of experience in UX/UI design, I am a results-driven professional who has led UX strategy and architecture for globally recognized brands such as Wall Street Journal, MarketWatch, and Dow Jones. I've also led UX Design and Front End Development for North American Plastics, the world's largest wholesale plastics distributor. With a Master's degree in behavioral psychology, I combine a deep understanding of human behavior with meticulous attention to detail to create captivating and user-centric experiences. I excel in cross-functional collaborations, delivering impactful solutions that enhance digital experiences and exceed business goals.

PORTFOLIO

www.MeetJohnJames.com

EDUCATION

Master of Science in Behavioral Psychology

Eastern Kentucky University
2020 - 2022

Bachelor of Science in Psychology

Centre College
2015 - 2019

SKILLS

Design Leadership
Leading Workshops
Cross-Team Collaboration
Establishing Process Protocols
Stakeholder Management
Presenting to Senior Leadership
Design Systems
UX/UI Design
UX Architecture
UX Research
Wireframes & Prototype
Figma/Adobe XD
Usability Testing
Interaction Design
Graphic Design
HTML/CSS/Javascript

CONTACT

859-536-6009

JohnJamesUX@gmail.com

WORK

SENIOR USER EXPERIENCE ARCHITECT

Dow Jones | July 2022 - Present

- Lead UX Architecture and Strategy for a personalized preference center for Wall Street Journal, MarketWatch, FN London, Private Equity News, Mansion Global and Barron's Group.
- Establish the core UX architecture for the upcoming Wall Street Journal redesign, directly impacting over 40 million monthly users.
- Completely restructure the MarketWatch Picks homepage, which is projected to increase average page session duration 40% and reduce bounce rate by 35%.
- Propose navigation redesign for MarketWatch's 10 million+ monthly users after analyzing qualitative and quantitative research data from over 30 participants.

UX/UI DESIGN DIRECTOR

North American Plastics | Nov 2021 - July 2022

- Lead UX strategy, visual design and front end development for 15 brands under the North American Plastics (NAP) company.
- Designed and developed 4 eCommerce sites for industry leading brands, generating over \$216,000 in direct and indirect revenue within the first year of launch.
- Redesign and develop corporate website, leading to a 40%+ increase in average page session time and 30% decrease in bounce rate.

LEAD MOBILE UX DESIGNER

Fayette County Public Schools | Feb 2020 - Oct 2021

- Designed, built and launched the first 5-star COVID-19 public safety mobile application in the state of Kentucky on iOS and Android.
- Reduced internal contact tracing time by over 400% by developing a contact tracing app for staff members.
- Analyze research results from over 40,000 participants to inform mobile application designs.

USER EXPERIENCE RESEARCHER

Centre College | Aug 2017 - May 2019

- Conduct quantitative, behavioral research and present to faculty.