



# A. James Young

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## Summary

James Young (jyoung2k@mac.com)

User Experience ~ Information Architecture ~ eCommerce ~ Prototyping ~ Mobile

User Experience doesn't live exclusively on some screen, tucked away on a laptop or smartphone. The ultimate experience people have with a product, website, mobile application begins long before and extends far after the few moments they spend in front of their screens. That on-screen interaction is a single link in a long chain of experiences. My role has been to make sure that each link in this chain connects with the others seamlessly and memorably.

## Experience



### Senior Director User Experience

Bravado Health

Oct 2017 - Present (3 years 10 months +)

Hired team (size 2-5) to create the Ayva Experience.

Led research and UX/UI development of 3 shipping products.

Influenced engineering process and assisted with communication of design process to engineering teams.

Led and developed design library and revisions.

Worked with voice and gamification contractors.

At times when needed worked as sole UX designer.

Completed 7 different UX research projects.



### Paid Mentor

Springboard

May 2016 - Present (5 years 3 months +)

I mentor UX/UI students on the career path. I have a 4.9 star rating with 94% of my students being placed. I'm particularly proud of the high success I've had with women of color being placed in roles of responsibility.



### Owner

James Young & Co LTD.

Apr 2013 - Present (8 years 4 months +)



### Principal UX Architect

Press Ganey

Jun 2015 - Apr 2017 (1 year 11 months)

Served as Principle UX Architect and Lead on various projects.

Responsibilities Include: analysis and requirements gathering, design and prototyping, responsive design, building patterns library for Responsive Design, Mentor on LEAN and HARD (Holistic, Atomic, Responsive Design) methodologies.

Active member of the team that defines the UX's guiding methodologies and best practices.

Championed the adaptation of User Centered Design and Atomic Design philosophies.



## **Lead Interaction Designer**

Humana

Mar 2014 - May 2015 (1 year 3 months)

Led UX and design on multiple responsive web projects, implementing an atomic design methodology.

As lead for Enterprise Tools, collaborated closely on product planning and execution with key stakeholders across Humana's Product, Business, and Development teams across the country; and partnered with my visual designers in India, Kentucky and Chicago to produce intuitive, delightful user experiences. Built a responsive widget Axure library and iterated on the responsive template. Led teams of 2-5 on multiple projects.



## **Sr. User Experience Architect**

Lextech Global Services

Oct 2013 - Feb 2014 (5 months)

Travelled to client sites for a mobile application agency; fact-finding to create storyboards later presented to client's executive teams mapping a complex application. Created a proof of concept with Windows Presentation Layer utilizing touch motion. Worked with tools for cognitive load, red route usability, and employed various muscle tension prevention techniques to ensure that the interface was ergonomically sound.



## **Sr. User Experience Architect**

Grainger

Apr 2012 - Oct 2013 (1 year 7 months)

Dedicated UX for world's largest industrial supply company's Quotes and Sourcing and Social Networking. Assisted on overall improving of the site Good to Great, as well as, on the Order Management System. Worked closely with design and product managers to take designs from high-level concepts through implementation. Mentored colleagues ideation, wireframing, flows, application mapping, storytelling, and prototyping.



## **Sr. Information Architect User Experience**

SapientRazorfish

Aug 2011 - Mar 2012 (8 months)

Designed interfaces for one of the world's largest interactive agency's clients including AT&T's Digital Life product with a responsive design interface and iPad and iPhone applications. Redesigned State Farm's mobile site to encompass new technologies. Extended that same site to add more data with a faster navigation path.



## **Sr. User Experience Architect**

Hostway

Feb 2011 - Sep 2011 (8 months)

Re-envisioned multinational web hosting and technology infrastructure company's national brand sites, from product placement to page layout. Created personas and wireframes and contributed heavily to final design.



## **Principal User Experience Architect**

Lyons Consulting Group

May 2010 - Feb 2011 (10 months)

Principal UX architect for e-commerce consulting firm on large national brand sites and smaller eCommerce sites. Created personas and wireframes that transformed clients' internet presence.

Notable Clients: Bludot.com Evanity.com, Embarcadero, Simple Human



## **Sr. User Experience Architect**

Harpo Productions

Mar 2010 - Jul 2010 (5 months)

Designed web based and CMS information architecture, directly responsible for user experience, low and high fidelity wireframes and implementing user-centered design practices at Oprah Winfrey's production company. Updated eCommerce practices of store front resulting in significant increase in sales and return visits, as well as, a major reduction in orphaned carts.



## **Software Architect - Information Architect**

AlphaZeta Interactive

Jan 2009 - Mar 2010 (1 year 3 months)

Information and Software Architect for full-service interactive agency and as the MySQL DBA. Assisted with

technical sales, proposal creation, and project bidding. Created functional specifications, wireframes, UML diagrams, Illustrations, and participated in persona creation. Evaluated eCommerce and CMS applications for clients.

Notable Clients: Gold Coast Tickets, Grainger, TCS



## **Sr. Information Architect**

JDM Infrastructure

Feb 2008 - Oct 2008 (9 months)

Information Architect for backend applications, as well as, DBA and 2nd tier support for the server networks for IT hardware and software reseller. Mentored in development standards, data scheme and XML schema designs.



## **Sr. Information Architect**

Falkor Group

Aug 2007 - Feb 2008 (7 months)

Contracted to JDM Infrastructure.



## **Technical Project Manager**

Isobar

Mar 2007 - May 2007 (3 months)

Performed front-end development for US Air Force portal application, using Flex builder 2.0.

### **Chief Technology Officer**

Autoblitz.com

Oct 2005 - Dec 2006 (1 year 3 months)

Designed and led implementation effort to build a server platform for the efficient, reliable, and secure hosting of online auto sales. Continuously adapted platform design and implementation to swiftly-changing requirements.

### **Chief Technology Officer**

Sense Corp

Aug 2000 - Sep 2001 (1 year 2 months)

Instrumental in creating an Internet practice to supplement the data warehousing focus of the company. Led and architected a large scale Oracle Application Portal project for University of Texas Business School.

### **Chief Technology Officer**

VSight.com

Jul 1999 - Jun 2000 (1 year)

Built video onDemand , as well as, streaming technology. Recruited and managed entire technical staff for internet start-up, Built the initial proof of concept and maintained a hands-on approach often playing the role of developer, tester and architect on this combination Delphi/C++/Java application. Found and retained several avenues of funding.

### **Director of Consulting**

Kinderhook

Oct 1998 - Jun 1999 (9 months)

Managed consulting practice for internet agency. Oversaw implementation of multimillion-dollar system integration projects for Fortune 500 companies.

Architected and managed the day-to-day design production of McDonald's Corporation intranet.

### **CWO II**

Marine Corps Recruiting

May 1985 - Jan 1990 (4 years 9 months)

## **Education**

### **University of Arizona**

BS, Mathematics

1985 - 1989

### **Wray High School**

H.S.

1979 - 1983

## **Skills**

User Experience • Mobile Devices • User Interface • User Experience Design • Axure • OmniGraffle  
• Information Architecture • E-commerce • Usability • User Scenarios