

PROFILE

I'm a creative leader with a focus on UX & UI Design for Enterprise, B2C, & Home Automation (IoT) software products web and mobile platforms. The foundation of my expertise has been in marketing as a creative leader with expertise in branding. My goal is to provide product value for the user and the brand across all verticals with communication that is visually meaningful, intuitive and delivers on the brand promise.

WORK

Senior UX Designer @ BrightAI, San Francisco, CA 07/2021-09/2022

- E2E Android service app for on site IoT monitoring and IoT devices ie. site cameras, phone, tablet e-pay. My design solutions converted physical environment, people and equipment into the digital world with real time data and control for nations largest laundry service co. from coin base to e-pay. (250K locations)
- I drove UX process with ethnographic interviews, user testing, synthesized results for guidance. Direct client contact, wireframes, design system, key components, hi-fi prototypes testing, whiteboard sessions

Lead UX & UI Designer @ Divx, La Jolla, CA 09/2020-07/2021

Contract - Remote @ Aquent/Vitamin T

- Designed social geo-location media share app. (capture, edit video, share)
- Provide wireframes, UI patterns, user flow, remote unmoderated qualitative testing, Hi Fidelity Prototypes, Led whiteboard sessions @ Invision Freehand and Miro

Lead UX & UI Designer @ Fluidra, Carlsbad, CA 10/2016-04/2020

- Involved in full life cycle software design to deployment of four enterprise modules to manage accounts, B2B & B2C to automate IoT connected hardware to the AWS platform.
- Solved complex interactions with design thinking methods, (journey maps, qualitative testing, lo/hi-fi wireframing to prototypes)
- Established and led the adoption of the global Design System for native iOS & Android platforms

UX & UI Designer @ BaylorScott & White Health, Dallas, TX 05-08/2016

Contract @ TechSystems

- Designed patient/doctor mobile app for last design cycle over four 3-week sprints.
- Provided hi-fi design prototype for stakeholder approval to provide assets in Zeplin.
- Established new design patterns, IA, home screen, doctor search screens & user flows.

UX & UI Designer @ ConsultMore, Arlington, TX 03-05/2016

Contract

- Redesigned app to elevate UI design guidelines & patterns for a national motor club mobile app
- Conducted rapid user testing iterated and tested again in a Lean UX work flow.

UX & UI Designer @ Apptricity, Irving, TX 10/2015-03/2016

Contract

- Design iOS tablet UI for a global financial software platform.
- Conducted mobile heuristic evaluations, wireframes, rapid prototypes, qualitative testing.
- Proof of viability secured additional interest and funding.

Assoc. Creative Director - Digital @ Epsilon, Wilton, CT 06-09/2015

Contract - IT Resource Solutions

Led four interactive designers in direct response consumer multi channel campaign for Unilever-Dove brands.

UI Designer, Creative Director @ Royal Gorge Route, Denver, CO 01-05/2015

Contract @ Forte Advertising, royalgorgeroute.com

Design of the Royal Gorge Route landing and interior pages to meet stakeholders goals by providing easier navigation, increase retention, include promotional overlays. New biz pitches & marketing initiatives


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JAMES YORK

CREATIVE DIRECTOR &
PRODUCT DESIGNER

CONTACT

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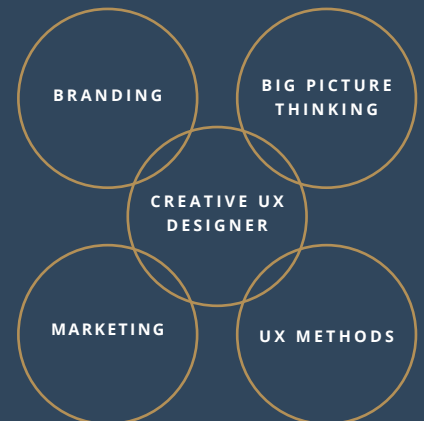
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 Solana Beach, CA

KEY QUALITIES



Associate Creative Director @ TracyLocke, Wilton, CT.....11/2013 - 11/2014

Hewlet Packard, N. America

Led a team of 5 art directors and 1 copywriter in the development of interactive design, packaging, retail marketing, communications & prodcut video content.

Associate Creative Director @ TMA, Greenwich, CT10/2012-113/2013

Danone Yogurt Brands, N. America / Global

Led a team of 5 art directors and 1 copywriter in the development of strategy, design and execution of packaging, digital marketing, social media through shopper marketing initiatives.

Senior Art Director @ Catapult, Westport, CT05/2011 - 05/2012

Kellogg's (Ready to eat cereals & salty snacks for N. America) Kraft, Capri Sun, Seeds of Change

Led strategy direction, concept and design for national shopper marketing initiative for Kellogs that included directing national spokesperson in photoshoot & tv customized for five national retail partners.

Senior Art Director @ Integer Group, Denver, CO.....11/2005 - 09/2010

P& G (N. America/Global) Tide, Dawn, Ivory, Swiffer, Gillette Venus, Killians Irish Red, Coors

Led strategy direction, concept and design for a team of 2 art directos and copywriter in Home Care, Fabric Care, Beauty Care.

SOFTWARE STACK

Lookback, Usability Hub, Sketch App, Sketch Cloud, Figma, InVision Studio, Axure, Photoshop, InDesign, Illustrator, After Effects, Principle, OmniGraffle, Balsamiq, Powerpoint, Excel, Confluence, Jira, HTML, CSS & JavaScript, Visual Studio, Sublime Text, Bootstraps

EDUCATION

Academy of Art University-SFO

BFA, Web Design & New Media

General Assembly-NYC

Front End Web Design

Nielsen Norman Group-SFO

UX Design, Specialty: UX Mgt

Art Institute of Dallas

AAS, Visual Communication

General Assembly-NYC

Immersive UX Design

INTEREST

“The 5 Day Sprint”, Photography, Micro Animation, Painting - Mixed Media Acrylic, Triathlons (3X Ironman Finisher)



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CONTACT

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