

James Hicks

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Professional Summary

Experienced product designer with a track record of delivering award-winning, human-centered solutions across hardware, software, and mobile platforms. I specialize in translating emerging technologies—like AI and intelligent systems—into intuitive, scalable experiences that create value. Known for combining systems thinking with strong user empathy to align complex goals with elegant design execution.

Experience

HP — Senior Manager of Product Design

Remote — April 2022 to Present

- Led product vision and experience design for HP's upcoming flagship application—an AI-enhanced platform unifying services across hardware and software, set to launch in 2025.
- Defined the design strategy for next-gen features including conversational voice UI, cross-platform service layers, and adaptive user models.
- Collaborated with engineering, research, and product leadership to drive scalable, system-level UX patterns across multiple initiatives to establish a signature HP experience throughout each product's life cycle.
- Served as a principal-level IC while guiding design direction across a distributed, cross-functional team.

Bose — Lead Product Designer

Remote — June 2021 to April 2022

- Owned design execution for the flagship QuietComfort II Ultra and Ultra Earbuds II.
- Led experience across onboarding, mobile app UX, hardware touchpoints, and feature integrations.
- Navigated collaboration across hardware, software, marketing, and executive teams to align vision.

Lenovo — Lead Product Designer

Remote — October 2017 to June 2021

- Led design for o-1 SaaS platform for K-12 educators, driving concept, research, and launch based on direct feedback from teachers and students.
- Served as a player-coach for a team of four, and stepped into the Product Manager role as needed.
- Directed design strategy and research efforts to drive business growth for Lenovo Education portfolio.

State Farm — Creative Director of Mobile Products

Atlanta, GA — Dec 2015 to Oct 2016

- Established design strategy and led a top-tier team to create State Farm's flagship mobile application.
- Led multiple agile product teams to create and optimize a Webby-winning mobile portfolio.

Samsung Electronics — Principal Product Designer

Mountain View, CA — Feb 2012 to Dec 2015

- Led a team of 12 to conceptualize and design multi-screen entertainment and smart home experiences.
- Partnered globally to prototype future-facing experiences that informed CEO-level strategy and investment.
- Directed research, scope planning, and iterative design for advanced products in media, sports, and emerging AI systems to innovative the future of home electronics and appliances.

Atlanta Falcons (NFL) — Designer & Developer

Atlanta, GA — Jul 2007 to Jan 2012

- Designed and developed the NFL's first mobile content publishing and semantic content indexing system, earning multiple awards and driving record fan engagement.
- Created new revenue streams through branded interactive experiences, and managed vendor relationships to scale with rapid growth for digital marketing business.

FILA — Senior Interactive Designer

Baltimore, MD — Feb 2005 to Sep 2006

- Designed UI for FILA's global rebrand and first US ecommerce platform.

Skills & Tools

Design strategy, human-centered AI, conversational UX, interaction design, systems thinking, prototyping, storytelling, sound design, design ops, design systems, Figma, Miro, JTBD...

CliftonStrengths Top 5

Futuristic, Analytical, Individualization, Relator, Deliberative

Education

University of Tennessee — Kinesiology Major