

JAMES HICKS

Product Design & Strategy

Lead Product Designer | Lenovo | October 2017 – Present: REMOTE

- Designed SaaS evolution of market-leading K-12 classroom management platform, tackling some of the latest major problems in education tech and boosting company revenue
- Reformed design program to improve organizational workflow and product release cycle

Product Designer | Independent | October 2016 – October 2017: REMOTE

- Produced a standardized smart audio platform and voice interaction pattern library for **Samsung**
- Designed the 'Smart Lakes' IoT mobile app for **Alabama Power**
- Designed and launched web and mobile properties for **Samsung** Artik ecosystem
- Designed AI-driven interaction model library for **SelfStudy** training platform

Creative Director - UX | State Farm | Dec 2015 – Oct 2016: ATLANTA, GA

- Led multiple agile design teams on current and future states of award-winning mobile apps
- Created strategy and vision for future state of mobile product portfolio to meet business goals
- Managed mobile component of digital transformation strategy, including mobile design system

Principal UX Designer | Samsung Electronics | Feb 2012 – Dec 2015: MOUNTAIN VIEW, CA

- Led design program for next-generation audio software and devices (Milk Music, Tune, Speakers, etc)
- Spearheaded design, development and execution of cloud platforms, software, and hardware across all consumer electronics categories, providing strategic guidance for product planning roadmap
- Delivered functional prototypes to CEO to inform executive strategy on practical capabilities of IoT
- Defined scopes, planned project execution, arranged research efforts and managed distributed teams on dozens of domestic and global initiatives with budgets to over \$1-million USD
- Recruited, hired and managed specialized design teams

Digital Media Designer & Developer | Atlanta Falcons (NFL) | Jul 2007 – Jan 2012: ATLANTA, GA

- Defined and developed league's first mobilized content production and publishing platform, driving record traffic and advertising revenue for the organization
- Created revenue streams through design and execution of social and mobile fan experiences
- Managed vendors and contractors with budgets totaling hundreds of thousands of dollars

VP, Ecommerce | Bank of America | Sep 2006 – Jun 2007

Senior Interactive Designer | FILA | Feb 2005 – Sep 2006

Art Director | BIG | Mar 2003 – Apr 2004

University of Tennessee – 1998 (Kinesiology Major)