

JAMES HICKS

Product Design & Entrepreneur

Lead Product Designer @ Bose / June 2021 – Present: Remote

- Accountable for vision and execution of product experiences for banded and in-ear headphones, including out-of-box experience, product interactions, mobile companion app, and productization of new technologies
- Cross-functional collaboration to negotiate successful outcomes with product management, hardware and software engineering, marketing, and future vision alignment

Lead Product Designer @ Lenovo / October 2017 – June 2021: Remote

- Design leadership responsible for research and design execution for 0-1 SaaS classroom tools, launching the first beta and evolving with customer feedback to maximize revenue growth
- Player/coach for staff of 4, served as Scrum Master and Product Manager to facilitate a global design and engineering team as product expanded into a platform

Creative Director of Mobile Products @ State Farm / Dec 2015 – Oct 2016: Atlanta, GA

- Established design strategy and assembled premier design team to create Webby-award winning mobile flagship application with over 6 million daily customer engagements
- Led multiple agile design teams focused on mobile products and mobile design system

Principal UX Designer @ Samsung Electronics / Feb 2012 – Dec 2015: Mountain View, CA

- Spearheaded a team of 12 to design a multi-screen entertainment platform for live sports
- Collaborated across multi-functional and business organizations to design and prototype vision concepts to directly inform CEO's executive strategy on practical capabilities
- Defined scopes, planned project execution, arranged research efforts, and managed distributed teams on high profile domestic and global initiatives

Designer & Developer @ Atlanta Falcons (NFL) / Jul 2007 – Jan 2012: Atlanta, GA

- Designed and developed NFL's first mobilized content publishing platform with award winning search engine, driving record traffic, advertising revenue, and satisfying customer demand for mobile content
- Created new revenue streams by facilitating ideation and executing interactive sponsorship apps
- Managed vendors and contractors with budgets in the tens of thousands

Ecommerce App Developer (VP) @ Bank of America / Sep 2006 – Jun 2007

Senior Interactive Designer @ FILA / Feb 2005 – Sep 2006

University of Tennessee – 1998 (Kinesiology Major)