

JAMES BROOKS

Strategic Product Design Leader

jamesbrooks.me

jamesbrooks50@gmail.com

(847) 644-9508

Director of Product Design

Feather • Circular furniture & logistics • Series A startup • Remote • Feb 2021 – Jun 2022

- Managed team of designers working across B2C/B2B storefronts, as well as Zoltar, a homegrown tool for logistics, operations and supply chain management
- Coached team, elevated design thinking across org, improved design process with stakeholders, componentized design system, increased frequency of user studies 3x
- Led critical partnership with WeWork by pitching exciting design vision, then lead the launch of a Shopify storefront featuring Office Builder, a guided furniture recommendation tool. This initiative enabled us to successfully scale the WeWork partnership nationally and increase monthly rental fees 50x
- Improved conversion for consumer e-commerce funnel through improvements to mobile navigation, plan selection flow and checkout optimization

Lead Product Designer

Rue Gilt Groupe • Luxury flash sale retailer, Gilt & RueLaLa • Boston • Nov 2017 – Feb 2021

- Recruited and managed multi-level design team, working across multiple brand storefronts, as well as StoreManager, a homegrown IMS
- Designed a multi-brand (Rue La La and Gilt) and multi-platform design system (web, iOS, Android) using standardized reusable components in Figma. Persuaded engineers to switch to React for new page builds, with new QA process using Storybook/Chromatic
- Procured and trained design and engineering teams on new design software and research tools: usertesting.com, Figma, Principle, Baymard (eCom UX research archive)
- Championed a mobile web checkout overhaul which lead to \$30M+ in annualized incremental GD in the first year
- Collaborated with data science team to improve UI for similar products (based on NLP) and launch collaborative-filtering-based product recommendations, yielding \$6M+ incremental GD
- Seamlessly launched Gilt iOS app and web storefront, from 0 to 1, in just 4 weeks during intense merger negotiations

Head of Product & Design

Inspired • Crowdfunding charitable impact • Seed startup • Boston • Jan 2016 - Sept 2017

- Developed the product experience, user journey and brand identity for mission-based Fin-Tech startup targeting Millennials as employee #4
- Launched the Inspired Card (first ever linked-debit card with automated charitable impact) along with iOS app that brought the joy of funding charity projects to life, using rich notifications and data visualization
- Designed and released multi-page marketing website pulling from Contentful CMS and Donorschoose.org API. Launched web-based onboarding process for card-linking using SMS verification and card capture via photo that took less than a minute
- Hired and managed 3 full-stack developers, wrote tickets, ran scrum meetings & QA

Senior Art Director

Isobar • Global tech consulting and design agency • Boston • Mar 2013 – Sept 2015

- Lead visual design projects for global brands, including Adidas, Healthways, NBC and ADP. Crafted websites, apps, and interactive ad banners, content and infographics
- Pitched and won BurgerKing.com website redesign project on strength of art direction and interaction design. Authored 50+ page web styleguide
- Designed highly successful white label health & fitness mobile app for Healthways that motivated users through social competition and goal-achievement
- Consulted with Fortune 500 clients, mentored graphic designers, pitched new business

Summary of Experience

4.5+ years leadership with direct reports

12+ years designing user-facing digital products

20+ years strategy & design work

Education

Northwestern • B.A. Art, Minor in Business

1999-2003

Option R • Advertising Portfolio Workshop

Winter 2009 *Winner of 5 Hatch Awards*

Miami Ad School • Account Planning Bootcamp

Fall 2004

Skills

Management: Mentoring, coaching, performance reviews, skill assessment, improving design process, stakeholder relationship building

Vision: Concept development, strategy, storytelling, pitching, presentations, organizing workshops

Design: UI design, interaction design, user journey mapping, wireframes, rapid prototyping in Figma and Principle

Design Systems: Building Figma components, setting up libraries, collaboration with engineers

Research: Concept testing, remote usability testing with Usertesting.com, market research analysis, data analysis in Looker, A/B testing

Content: Creative direction, design, illustration, animation, illustration, copywriting

Coding: Website builders (Shopify, Unbounce, Wix, Webflow, Wordpress), HTML, CSS

Additional Experience

1999-2013

Forge Worldwide • Interactive Art Director

Digitas • Senior Designer

Talbots • Interactive Designer (contract)

Arnold Worldwide • Brand Planner

Colle • McVoy • Jr Brand Planner

Teach for America • Educator