



JAMES FUTHEY

Prototyper & Product Designer

Seattle, Washington

10 years experience working in the tech industry (Design, Program Management, Engineering, Research, Data science). In that time, I've helped teams of all sizes get the most out of their products, from Startups, to Government organizations, to Enterprises & Large businesses. I have experience building Design teams, in Product management, and Research. I've designed products, shipped code, and created measurable value at dozens of companies.

WORK EXPERIENCE

MEETING ROOM 365

Founder | Jan, 2018 – Current

Launched an App & built a SaaS business with thousands of customers globally.

- iOS App Store Release
- Google Play / Android App Release

HBO

Prototyping Lead | Feb, 2018 – Apr, 2019

I led prototyping at HBO, building 20+ standalone variations of the HBO streaming app from scratch.

- HBO GO / HBO Now

UPTOP

UX Researcher / Data Analyst | Aug, 2017 – Jan, 2018

Web Analytics, Conversion Rate Optimization, Data analysis, Usability Research, and design for Enterprise and local clients.

- Performed Conversion-rate Optimization & related design for a \$4bn+ National brand
- Redesigned & Performance Tuned a checkout experience used by millions of unique customers
- Audited and created audience / segment / keyword targeting recommendations for a \$30m annual Google Adwords spend
- Worked closely with a team to launch an online-first retail product to 3,200+ retail stores (Customer purchasing pattern research & Market segmentation analysis).

UMI KITCHEN

Senior UX Designer | Dec, 2016 – Jul, 2017

Led design & development of the hybrid mobile & web app for Umi Kitchen 2.0, as we transitioned the product to a home cook support & marketing tool. I conducted user research to inform the design process, redesigned the end-to-end experience for customers & cooks, and built the Umi Kitchen web app.

- End-to-end Design & Development of Hybrid Mobile App for ordering meals
- User & Customer Research
- Business Model refinement

APPURI

Product Design Lead | Jul, 2016 – Apr, 2017

Headed-up design at Appuri, a platform that aspires to make data science and machine learning accessible to everyone.

- Designed a product for analysts to implement and manage Machine Learning projects
- Led design & implementation for dozens of new features
- Created a Product Marketing Strategy & Website

BITTITAN

User Experience Program Manager | Sep, 2014 – Aug, 2016

Responsible for User Experience across all Products in the BitTitan portfolio, and the establishment of a sustainable design practice in a growing company.

- Established a Usability Research Program
- grew with a 20-person company from <\$1m in revenue to \$10m & 200 global employees
- Led design of MSPComplete
- Built a seven-person design team

DESIGN CREW

Co-Founder | Mar, 2016 – Dec, 2016

Design Crew is an On-demand Graphic Design team, delivering bite-sized design services in as little as 24- hours (think Uber for Design). We bring you an army of managed production designers, inside a collaboration platform that makes design simple & affordable. You're going to love working with us!

US ARMY

Cryptologic Linguist and Intelligence Analyst | 2005 – 2011

Over 3 years military leadership experience, Responsible for supervising and training junior soldiers, as well as coordinating physical and human assets to assure the success of complex missions. Experienced at providing complex multi-discipline intelligence analysis.

- Deployed to Kandahar Province as a leader in 2009, working as a forward-deployed intelligence analyst & language specialist.

EDUCATION

SEATTLE CENTRAL COLLEGE

Design - 2013 - 2014 | 2013 – 2014

Activities and Societies: Design, Engineering, UX Research Internship

WESTERN GOVERNORS UNIVERSITY

Bachelor's degree - Information Technology | 2010 – 2012

SKILLS

Prototyping	Usability Research	Design Thinking	Product Design	
Conversion-rate Optimization	Sketch	Wireframes	Javascript	
User-centered Design	Data Science	Strategy	Invision	Marvel
HTML/CSS	React			

CONTACT INFORMATION

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