

JAMES RICKS

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DIRECTOR/SENIOR DESIGNER OF USER EXPERIENCE (UX)

Passionate UX Director (17yr) with a proven record of developing highly profitable end to end retail products for leading brands in ecommerce (Amazon) and healthcare (Intermountain). Excels at motivating and influencing teams to deliver superb work under tight deadlines while focusing on user needs. Creative work recognized with multiple awards and featured in industry blogs and magazines. Expert in crafting and articulating compelling customer experiences to improve brand loyalty, increase adoption, and reduce customer service costs for target audiences. Seeking a similar director or managing director role.

DESIGN TOOLBOX

- UX & UI Design / Interaction Design
- User research
- Affinity Diagramming
- Brand positioning
- Mental Models w/ customer segmentation
- Customer journey flows
- A/B, Card Sort, User Testing
- Web Site Analytics
- Prototype (interactive)
- Persona Creation
- Information Architecture (IA)
- Workflow optimization
- CMS (SharePoint, Vignette) management
- Requirements Definition
- Project Management
- Enterprise style guides
- Creative direction
- Marketing direction
- Lean / Agile process management
- HTML/XHTML/XSL
- Bootstrap
- CSS2/CSS3
- JavaScript/jQuery
- Photoshop/Illustrator
- Sketch / Axure
- Proven communication, collaboration, negotiation and interpersonal skills
- Managing non-creative stakeholders

DIRECTOR / MANAGEMENT EXPERIENCE

QUINTILESIMS (Seattle, WA) **Engagement Management Lead**, 2017 – Present

Key founder of the Digital Office, an innovation team spanning several disciplines, including Project Management, Research (Market and UX), Visual Design, UX Design, Prototyping & Front-end development, communications, and artificial intelligence. Challenged with initiating and collaborating with verticals across the company, I work closely with executives, implementation, and sales teams to explore new opportunities and build prototypes of Northstar solutions.

UX ACHIEVEMENTS

- Covered by NDA – currently leading 2 new initiatives impacting over \$400M annually. Innovative direction came from careful analysis, mapping, and educating stakeholders on how other markets approached regulatory and scaling challenges.

QUINTILESIMS (Seattle, WA) **Sr. UX Manager: Innovation Solutions**, 2016 – 2017

Founder of the Innovation Group, leading UX research initiatives to identify gaps in current offerings and recommend new solutions or iterative improvement to better serve customers. Leading a team of UX designers, researchers, I provided mentoring, HR support and creative guidance.

UX ACHIEVEMENTS

- Covered by NDA - but lead new initiative redirecting marketing efforts away from traditional methods to new opportunities identified through emerging demographic and behavior trends among health care providers and managed health care systems.

AMAZON (Seattle, WA) **Sr. UX Designer**, 2010-2016 (6.5yr)

Key founder of Amazon Business, a core global initiative earning over \$1,000,000,000 in its first year, Led 90% of end to end B2B and B2C UX efforts, providing governance, insight, and vision for product managers, senior leadership, development, QA, researchers, and other UX teams through the life-cycle of design strategy, research, synthesis, ideation, execution, and iteration.

UX ACHIEVEMENTS

- Helped recruit, hire, manage, and mentor cross-functional team of 16 UX designers, writers, visual designers and technologists
- Reduced legally mandated UX 75% by challenging legal requirements for restricted and regulated products
- Reduced time 40% for separating personal and business account activity by leveraging contextual behavior tracking
- Exceeded projected enrollment 53% by optimizing workflows and user interface (UI) for business registration
- Reduced translation and UI evaluation times 66% for internationalization through repeated testing and workflow optimization
- Praised for “raising the bar for industrial advertising” by several magazines for establishing the Amazon “Bauhaus” approach

- Helped establish and expand the Amazon Human Interface Guidelines (HIG) and Business Interface Guidelines (BIG)
- Taught ~1000 UX professionals and product managers via a UX education series created to evangelize user-centered design
- Increased search results relevance 46% and reduced repeat search queries per session 15% by improving personalization
- Led multi-year effort to build Business Account Management platform, championing object-model allowing infinite scalability
- Increased reordering efficiency 34% through a coordinated redesign of the Amazon gateway
- Reduced time to find orders 83% for high-volume customers in “your orders”
- Decreased cart abandonment 5% by staging cart display, thus reducing latency and cart failure
- Reduced delivery misrouting 18% by spearheading and managing a novel redesign of package labeling
- Increased order efficiency 22% by inventing and evangelizing an adaptive “universal quantity selector” for all Amazon UX
- Increased efficiency 76% for finding business-relevant results via simplified UI and improved search algorithms
- Reduced search latency 87% by inventing a novel HTML, CSS solution for visual pickers
- Increase efficiency 79% for purchasing multiple items from the same family of products
- Reduced projected CS pricing calls 62% by creating an adaptive pricing UI based on customer mental models
- Whitepaper on enterprise brand management adopted by all Amazon as standard for global branding
- Reduced UI development time 69% by developing HTML/CSS/JS/JSP templates for Amazon
- Reduced latency 27% for Amazon Supply vs. Amazon by working with developers to optimize assets and server calls
- Spearheaded 18 new initiatives by instituting a Blue-sky series, where teams, leveraging customer data, could pitch new ideas

INTERMOUNTAIN HEALTHCARE (Salt Lake City, UT) **Sr. Interaction Designer / Content Engineer**, 2006-2010 (4yr)

Key founder of UX research and development team serving Intermountain and SelectHealth audiences. Defined the end to end customer experience and content management system (CMS) product development for 160+ public websites, including 23 major hospitals to address user needs. Managed operations and creative direction for major rebranding of customer-facing web and print offerings. Managed site editing team, including permissions, site updates, and publication schedules.

UX ACHIEVEMENTS

- Reduced latency of SharePoint UX 45% - solution highlighted by Microsoft Case Study article (7-15-2009)
- CMS UX/UI solutions highlighted in *eHealthcare Strategy and Trends*
- Saved Intermountain \$185,000 (1st year) through style guides and reusable SharePoint master and layout pages
- Earned 2009 eHealthcare Leadership award (out of 1,100+ Healthcare company entries)
- Awarded product management of mobile solutions after demonstrating user research and ROI to senior management
- Led and managed rebranding efforts for customer-facing portals and clinic sites
- Reduced missed deadlines 60% and scope creep 24% by creating checklists to define goals, roles, and resource needs

INTERMOUNTAIN HEALTHCARE (Salt Lake City, UT) **Sr. Information Architect**, 2003-2006 (3yr)

End-to-end UX solution provider and technical consultant for IH, defining the user interface, visual design, and motion design direction for in-house and agency-sourced digital experiences.

UX ACHIEVEMENTS

- Saved \$300,000+ in development costs (1st year) through a CSS / HTML framework for site-wide UX development
- Directed focus of UX innovation through combination of guerilla and formal UX research
- Reduced physician-related CS calls 32% by leveraging customer journey maps to align UX to customer mental models

INTERMOUNTAIN HEALTHCARE (Salt Lake City, UT) **Information Architect**, 2001-2003 (2yr)

User interface developer and site architect for internal and external portals. Provided digital design direction and production code.

UX ACHIEVEMENTS

- Recognized by senior management for editing and coding 1800+ CMS pages during 3 month emergency effort
- Nationally recognized as CMS expert (consulted non-competitor organizations on CMS management and solution development)

AWARDS/RECOGNITION

- 2011, 2012, 2013, 2014, 2015 – Recognized by Amazon for ecommerce and technical patents (< 5% employees achieve 1 patent)
- 2009 Microsoft MIX Grand Prize winner. Design selected from out of 1000+ entries from designers around the world. Awarded \$5000, free MIX conference attendance as a VIP, and a penthouse suite at the Venetian Hotel.
- 2009 eHealthcare Leadership Award. Solution selected from 1,100+ healthcare system entries by national panel.
- Our efforts to reduce costs were recognized by President Obama as “a possible national model” in his 09/2009 speech
- 2008 Microsoft MIX Honorable mention. Design selected from out of 1000+ entries. Awarded full Zune package (valued at \$500)
- 2007-2009 previous portfolio (VisualWild) showcased in 16 CSS / Design forums and highlighted as best practice by 2 schools

PATENTS

- Managing sensory information of a user device (9,164,609)
- 12 others pending (Amazon-owned)

EDUCATION

- Masters of Science (2000) Teratology & Genetics, Brigham Young University, Provo, UT (GPA 3.89)
- Bachelors of Science (1996) Ecology & Systematics, Brigham Young University, Provo, UT (GPA 3.87)

PROFESSIONAL TRAINING / CONFERENCES

- CONFLUX, Amazon (2013-2016)
- Microsoft SharePoint Conference (2009)
- Microsoft UX development (2008)
- Sharepoint UI / Site Administration, Mindsharp (2007)
- User Experience Intensive, Adaptive Path (2007)
- Vignette VCM, VBIZ, DPM, DSM (2005-2006)
- User Experience, Usability, Nielson & Normal (2002-2006)
- Web Design, Web Design World (2002-2006)