

James Thompson

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SENIOR USER EXPERIENCE (UX)/USER INTERFACE (UI) DESIGNER

User Experience (UX) | User Interface (UI) | Digital Transformation | Project Planning/Management | Heuristic Evaluations | Digital Roadmaps | Frameworks | Design Thinking | Design Systems | Atomic Design | Lean | Agile | Feasibility Studies | User Journeys/Service Blueprints | Technical Documentation | Interaction Models | Wireframes | Storyboards | Interactive Low/High Fidelity Prototypes | InVisionApp, Inc | Figma | Sketch | Adobe Suite | Team Leader

Career History

DIRECTOR OF USER EXPERIENCE (UX)

2020 – CURRENT

Pixelneering – Private Consultant

Planned and coordinated digital transformation services for national agencies that increased customer engagement and reduced SaaS issues through UX audits and Heuristic Evaluations.

Highlighted Achievements

- **Improved National Sales Revenues by \$120MM Through the Design and Deployment of User-Friendly Online Appointment Scheduling** for the nation's largest DSO.
 - Decreased overall 'no-show' rate to just under 10% from previous 30-40% across all practices.
 - Improved scheduling accuracy and efficiency by removing multiple manual steps in the appointment process.
- **Identified potential \$6.2 million in lost revenue through a UX audit of a national roofing company's SaaS product.**
- **Increased Roofing Organizations Overall Lead Capture Rate by 130%** with a redesign and restructure of key landing pages and implementation of landing page best practices.

Highlighted Responsibilities

- **Identified User Needs and Requirements of internal SaaS product** using UX Audit, Lean UX, and User-Centered Design. Created wireframes and interaction models, performed functional/user testing, suggested and implemented over 75 user-enhancements that dramatically improved user efficiency while decreasing the overall number of errors in data and reducing 'lost' candidates to zero.

HEAD OF USER EXPERIENCE (UX)

2017 – 2020

Heartland Dental

Led the planning, design, and execution of digital transformation projects to completely redesign 1200+ distinct branch location websites throughout the nation, meet emerging customer needs/requirements, and improve both user experiences (UX) and business value.

Highlighted Achievements

- **Increased Patient Flow Volumes to Capture \$1.2B in Additional Revenues Nationally by Enhancing Website User Experiences.**
Specific Milestones Included
 - Surged Year-Over-Year (YOY) New Patient Appointment Requests by 200%.
 - Increased Organic SEO Site Traffic from 18% to 75%+.
 - Improved Mobile Traffic from 20% to 78% While Reducing Bounce Rates from 99% to Less Than a 35%.
- **Created and Delivered 3500 Customization Options for 1200+ Websites via Custom Design System** while maintaining core CSS and HTML, migrating the organization from a "doctor-first" to a "user-first" mentality, and continuing to deliver outstanding service to all parties.
- **Empowered the Organization to Capture 75-80% Client Conversion Rates for High Margin Procedures** with the design of an automated marketing and prospect qualification process using the Mautic open-source e-commerce platform.

Highlighted Responsibilities

- **Designed and Led Digital Roadmaps, Frameworks, and Design Systems for Customer-Focused Digital Transformation/Change Management Projects** using Design Thinking, Lean UX, User-Centered Design, and Agile. Created project plans, scopes, and strategies, conducted feasibility studies, forecasted/allocated resources, performed functional/user testing, tracked milestones/progress/KPIs, and initiated contingency plans
- **Identified User/Customer Needs and Requirements to Initiate Data-Driven Recommendations on Product Improvements** through market/customer research, qualitative/quantitative feedback, interviews, and behavioral analytics.
- **Produced and Delivered Multiple User Journeys and Service Blueprints** for appointment setting, follow-up, historical data analysis, and automated marketing/community outreach programs.
- **Developed Technical UX Documentation** (*websites/conversion flows/data visualizations*), **Functional Specifications, Interactive Models, User Flows, Wireframes, Storyboards, and Interactive Low/High Fidelity Prototypes** using InVisionApp Inc., Figma, Sketch, and Adobe Suite.

SENIOR USER EXPERIENCE (UX) / USER INTERFACE (UI) DESIGNER

2015 – 2017

Headspring

Steered digital transformation and heuristic evaluation projects for enterprise software clients (*SMB and Fortune 500 organizations*) to enhance user/customer experiences, improve top-line revenue growth, and expand market share while managing, mentoring, and coaching a small team of UX/UI (*user experience/user interface*) designers.

Highlighted Achievements

- **Secured and Managed Multimillion-Dollar Digital Transformation, Design System, and Heuristic Evaluation Projects** (*new/legacy applications*) in an Agile Environment. Established and fostered trusting client partnership and designed digital blueprints, project plans, scopes, and technical solutions that aligned with their design guidelines/business needs. *Highlights Included*
 - \$3MM Contract for a Process Management System with a \$32B Multinational Consumer Goods Organization.
 - Multimillion-Dollar Inventory System Deployment Project with a \$168MM Compression Services Organization.
 - \$1.5MM Multi-Phased Mobile Application and Desktop Admin Application Project for a Nationally Recognized Nonprofit.
- **Secured \$300K in Annual Savings While Reducing Expense Submission Times** with the design and deployment of an internal mobile expense application throughout the organization.

USER EXPERIENCE (UX) / USER INTERFACE (UI) DESIGNER

2014 – 2015

SparkHound

Planned, designed, and steered user experience (UX)/user interface (UI) design projects throughout each stage of their lifecycle while building client relationships, increasing their confidence levels, and designing technical solutions in line with their business goals and requirements.

UI/UX DESIGNER

2011 – 2014

cPanel Inc.

Developed, tested, and deployed UX/UI design projects for WHM (Web Host Manager) and cPanel in compliance with both existing brand standards and cPanel design principles. Validated user flows, collaborated with cross-functional Agile teams, and provided training/advisement to developers and stakeholders on design principles.

- **Designed the Highly Successful Mobile Responsive cPanel that was Deployed as the Default Web Hosting Control Panel for 20+ Million Global Customers** with multiple internet domain registrars and web hosting companies, including GoDaddy (\$2.9B) and HostGator (\$100MM).

Previous Roles Included **Internet Art Director**: Sporting News, **Webmaster**: eMerge Interactive, and **Illustrator**: U.S. Navy

Education

BACHELOR OF FINE ARTS (BFA): Game and Interactive Media Design

Double Major: Interactive (*Computer Art*) and Italian Renaissance Art
Savannah College of Art and Design: Savannah, GA

Certifications

UX Master Certification | UX Certification – Interaction Design Specialty
UX Certification – UX Management Specialty | UX Certificate
Nielsen Norman Group (*Credential ID 1018289*)
Certified SCRUM Master – SCRUM Alliance