James Broderick

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SENIOR DIGITAL PRODUCT DESIGNER

A Creative Eye for Design that Opens the World to Infinite Possibilities and Transforms the Visual Experience

PROFESSIONAL PROFILE

14-year tenure reflects an accomplished, dynamic, empathetic **Senior Digital Product Designer,** who is passionate about innovative design through unconventional thinking and embracing a progressive approach. Capable of forecasting trends and creating into code level. Impeccable reputation for intuitive – visual ingenuity in creating fresh – authentic world-class designs and vision strategy across multiple platforms and scalable systems, with a roadmap that is user-centric, resulting in seamlessly navigating menus, content and interactive media. An intimate knowledge of users' motivations, behaviors and goals, integrated with building beautiful designs that captivate, engage and sustain users, consistently achieving increased revenue streams.

▶ Offer commitment, professionalism, accountability, impeccable integrity and a passion to excel.

CORE STRENGTHS

Design in Code	*Usability Testing*	*Problem Solving Skills*
Rapid Prototyping	*Research & Feedback*	*Meet Deadlines*
Define Next-Generation Usability	*Communications & Liaison Affairs*	*Presentations & Consultations*

TECHNICAL SKILL SET   Definitive expertise in all design software—Rapid Prototype with HTML / CSS and user testing, Sketch App, HTML / CSS using Sass, Graphic Design including Adobe Creative Cloud. Knowledge of JavaScript / IQuery / GreenSock.
Worked with lean UX, methodologies and Agile Processes.

PROFESSIONAL EXPERIENCE

A&E NETWORKS, New York, New York   5/2011 – Present
Senior Digital Product Designer [5/2013 – Present]

- Work collaboratively with a multi-disciplinary team. Success of this team is built on respect, genuine harmony and trust in each team members skill set.
- Execute a broad range of creative / technical practices incorporating the development of a UI design into code to develop prototyping. Projects include History, Lifetime, A&E, FYI.
- Create design systems, comprised of HTML / CSS, and visual and language components that can be shared between interdepartmental teams, which is essential to workflows.
- Collaborate with agile product teams, daily, to clarify goals and develop and implement strategy to achieve targeted goals within rigid timeframes. Ensure a seamless fusion between the website suite and mobile.
- Assess testing and analytics. Evaluate research data to confirm functionality, usability performance. Based on findings, determine appropriate course of action.

Selected Accomplishments

- Member of the top team, known as the Watch Team.
- Major contributor to team in significantly increasing subscriptions and per click.
- Recognized for integrating History, Lifetime, A&E and FYI brands into one design template, resulting in a unified look and feel.
- Practiced in adapting thoughts or processes into responsive design.
- Trained junior designers.

Web Designer [5/2011 – 5/2013]

- Collaborated with team, in the design of Lifetime and Lifetime Movies for the television series Project Runway.
- Increased usability, as a result of architecting an easy to navigate website, delivering a high-quality product experience, creating beautiful designs and compelling content that mesmerized and entertained users.
- Formulated Project Runway's design guide and template; design was tailored to other shows.
- Worked with production design team in concept design and execution; translated design into code.

VERTRO, INC., New York, New York   5/2009 – 4/2011
Lead Web Designer

- Directed the web design and development team in the design of a visual landing page across 35[+] verticals.
- Implemented low performance page solution through the analysis of data traffic conversion rates, resulting in a 200% conversion rate and tripled distribution rates.
- Interfaced with the marketing and product development team in the design of landing pages, flash animation, rich-media banner ads for mini sites, advertorials and dynamic banner ads.
- Administered quality control guidelines and ensured adherence to compliance standards for Google and Yahoo.

MIVA, INC., New York, New York   5/2003 – 5/2009
Web Designer

- Worked with team in the re-design of website, achieving stronger brand recognition; increased site's usability.
- Devised strategy to promote the toolbar through the design of landing pages and banner ads.
- Initiated, developed and documented interface designs including the widget design; enhanced user experiences.
- Generated theme icons for the toolbar.

EDUCATION   PARSONS SCHOOL OF DESIGN, New York, New York
                       <u>BFA</u>, in Communication Design – 2003

POSTGRADUATE   Noble
                       Desktop
                       General Assembly

Portfolio available upon request