

# James Rutherford

## Outcome-Driven Design Leader

### Performance Profile

Strategic design leader with a proven track record of outcome-driven innovation and operational excellence. Adept at guiding cross-functional teams to create exceptional user experiences while driving business growth. Expertise in introducing cutting-edge design methodologies, fostering collaboration, and delivering results that enhance customer satisfaction and revenue.

#### Core Competencies

Strategy Development  
JTBD (Jobs To Be Done) Innovation  
Mentoring and Coaching  
Collaborative Gamestorming  
Process Thinking  
Design Sprints  
Project Management

User Research  
Requirements Gathering  
Ethnographic Research  
Design Systems  
Use Case Development  
Usability Testing  
Data Synthesis

Agile / Scrum  
Prototyping  
Problem Solving  
Customer Communication  
Design Thinking  
Industry Standards and Best Practices

#### Technology Competencies

Figma / FigJam  
Sketch / Sketch Cloud  
InVision  
UX Pin  
Moqups  
Axure RP Pro  
Balsamiq

Adobe Photoshop CC  
Adobe Illustrator CC  
Visual Studio  
Dovetail  
Mural  
EnjoyHQ  
User Interviews

Pendo  
AngularJS  
HTML4, HTML5  
CSS3  
Javascript, jQuery  
SQL

#### Performance Highlights

*Design Team Maturity* - Advanced the UX organization's maturity from Level 1 Producers to Level 4 Scientists over a period of 2 years.

*Enterprise Product Design* - UX Lead redesigning key workflows and tools on enterprise flagship product including content management interface, theme builder, form builder, and ticket management system.

*Omni-channel customer journey* - Global ethnographic customer studies with IDEO team to ideate future omni-channel service journey and next generation POS solutions.

*Technician Incident Process* - UX Lead on multi-release project to redesign a ticket process focused on technician needs and behaviors. Includes stakeholder alignment, user research, prototyping, and user testing.

*Order fulfillment process* - Analyzed order lifecycle and user behaviors to reduce redundancies in the process. Improved efficiency by 52% through a combination of new fulfillment site and use of mobile technology.

## Professional Experience

### **PUSHPAY HOLDINGS, INC.**

Colorado Springs, CO 80921

*(2021-current)*

#### **Senior UX Manager**

Leader for three design teams encompassing UX for church management software, data insights, and video streaming products.

Grew the UX department from a single contractor into a high-performing group of seven designers and a researcher while introducing design principles, a novel persona model, a global design system, Design Thinking exercises, and Agile design sprints.

Seamlessly integrated an acquired design team into the larger UX organization, achieving zero attrition and increasing overall engagement scores.

#### **UX Lead**

Introduced collaborative cross-functional gamestorm sessions, elevating problem-solving and ideation efforts for business and customer-centric solutions.

Pioneered the adoption of JTBD methodologies across Product, Design, Research, Engineering, and Marketing to foster a unified model centered on customer value, data-informed design, and performance metrics.

Designed and nurtured a career growth framework that empowers senior designers to learn leadership skills and gives junior designers a foundation for impactful design practice.

### **CHERWELL SOFTWARE, LLC. (ACQUIRED BY IVANTI)**

Colorado Springs, CO 80921

*(2014-2021)*

#### **Principal UI/UX Designer**

Managed UX on new features through collaboration with Product Owners and developers to ensure quality and value while controlling scope throughout release cycles.

Mentor to team members providing guidance in process, vision, and design critiques.

Evangelist among company thought leaders, presenting what we do, why we do it, and the value it has for our customers.

Speaker at corporate conferences sharing upcoming features and explaining the UX process.

#### **Senior UX Designer**

UX lead to redesign ticket workflow experience with a focus helping IT better meet the needs of its business partners.

Prototyping new feature concepts to elicit stakeholder buy-in and help Product write development requirements.

Applying new company branding to UI styleguides and updating product forms.

Presenting new product designs for the Cherwell Global Conference 2018.

#### **Senior Application Developer**

Conceptualizing and storyboarding content for flagship .NET product.

Testing of user-workflows and custom integrations.

UX expert for web overhaul including prototypes, user tests, workflows.

Enhanced UI and layouts to further user experience through design.

## **WESTERN UNION HOLDINGS, LLC.**

Englewood, CO 80112  
(2013-2014)

### **Interaction Designer**

Managing retail/POS customer experience in the money transfer enhancement group.

Project manager on initiative to design signature moments and customer charter in order bring the brand promise to life across all channels.

Developed template for CX team DNA including team design principles, product creation checklist, socialization of usability insights, and on-going skill development.

Developed and evangelized global product standards with regional leaders and sales teams.

Collaborated with cross-functional teams (Privacy, Legal, Marketing, Compliance...) to ensure company buy-in on projects and go-to-market success.

Guided outside design firms (IDEO, ZURB, GfK: User Centric) throughout engagements to ensure goal alignment and product viability.

Collaborated with CX team to design and launch pattern library based on UI/UX best-practices to enhance global omni-channel standards.

Provided product CX oversight and approval for mobile apps, IVR, and self-serve devices to ensure cross-channel consistency and a use-case driven user experience.

## **AQUINAS AND MORE, INC.**

Colorado Springs, CO 80918  
(2003-2012)

### **Senior Operations Designer / General Manager**

Studied user behavior to redesign business processes and operational workflows.

Managed creative team that produced web interface designs, marketing collateral, product images, and web content.

Conducted customer interviews and usability tests to launch new e-commerce features.

Designed new e-commerce site to reflect customer needs while reducing visual noise and creating an elegant shopping experience.

Oversaw day-to-day operations of company including employee reviews, hiring, marketing campaigns, site content, UI design and purchasing.

## **Education**

### **MASTER OF FINE ARTS, WEB DESIGN AND NEW MEDIA**

*magna cum laude*  
Academy of Art University, San Francisco, CA

### **BACHELOR OF ARTS**

*cum laude*  
University of Dallas, Irving, TX