

James Rutherford

Principal UX Lead

"Leading successful product transformations through innovation and pragmatic collaboration."

Performance Profile

User experience leader with 12 years designing enterprise products around a user-centered process. Skilled at building team synergy by teaching design that scales over multiple release cycles so that the vision is clear even when the project scope changes.

Core Competencies

Strategy Development
Mentoring
Process Thinking
Project Management
User Research
Requirements Gathering
Ethnographic Research

Use Case Development
Usability Testing
Data Analysis
Agile / Scrum
Prototyping
Branding
Problem Solving

Customer Communication
Documentation / Design Artifacts
Industry Standards and Best Practices
Detail Oriented
Strong Writing Skills

Technology Competencies

Adobe Photoshop CC
Adobe Illustrator CC
Adobe InDesign CC
Adobe Bridge CC
Adobe Dreamweaver CC
Adobe After Effects CS6
Adobe Fireworks CS6

Visual Studio 2015
Axure RP Pro 8 and 9
Balsamiq
Responsive Design
AngularJS
HTML4, HTML5
CSS3

Javascript, jQuery
PHP
SQL
Git
TeamCity

Performance Highlights

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

CHERWELL SOFTWARE, LLC. (ACQUIRED BY IVANTI)

Colorado Springs, CO 80921
(2014-current)

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)

Sr. 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 and Credentials

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

PROFESSIONAL RECOGNITION

Cherwell Software

Momentum Award - received by Bill Sheridan, VP Global Services

Western Union

Game Changer - received by Jennifer Ramirez, VP MT Enhancement

Most Creative - received by Diane Scott, EVP GPMO

Connected - received by Diane Scott, EVP GPMO

Responsible - received by Jennifer Ramirez, VP MT Enhancement

CERTIFICATES OF COMPLETION

ITIL Foundations V3 Certified

SAFe 4 Certified Scrum Master