

# James Weaver

Principal UX Consultant, Research & Design

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## Business Goal

Assist product teams in shaping and gaining deeper insights into their business objectives and prospects by formulating a tailored research and design strategy that prioritizes user-centric perspectives.

## Business impact

### Account adoption

Responsible for conducting product research and design which increased account signup and adoption by 140%

### Price Updates

Responsible for the problem definition, user research and design which lead to an 80% signup rate and increase to account signups by an additional 65%

### Aligning Product and UX

Responsible for building and integrating a team of 5 UX researchers and designers in a startup environment.

### Team growth

Demonstrated leadership and advancement by mentoring a team of 5 UX professionals.

## Education

### M.S. in Human-Computer Interaction

DePaul University, 2015

### Certified Usability Analyst

Human Factors International, 2012

### B.S. Management Information Systems

Franklin University, 2010

## Tools & Methods

Figma, Contextual inquiry/interviews, heuristic reviews, card sorting, whiteboard/sketch concepts, storyboarding, persona creation, user testing, experience and opportunity mapping.

## Work Experience

### Principal UX Consultant - Lasoh

Mar 2024 - Present

Responsible for defining UX strategy. Conducting user research and implementing design solutions to drive user engagement.

### Sr. UX Manager - CoverMyMeds

Oct 2022 - June 2024

Implemented and managed a team of ux researchers and designers in the Emerging Product Suite.

### UX Manager - CoverMyMeds

Feb 2020 - Oct 2022

Guided cross-functional product teams to identify user opportunities that drive business strategy through meaningful outcomes.

### Sr. UX Designer - CoverMyMeds

Oct 2019 - Feb 2020

Lead the product team in continuous discovery improving product engagement and adoption by as much as 140%

### UX Consultant - UX Sprint Lab

Nov 2018 - Oct 2019

Established and implemented UX guidelines and methodologies tailored for enterprise-level entities.

### UX Design Lead - NetJets

Mar 2016 - Nov 2018

Developed design workshops, user research initiatives and a design system for the organization.

### Sr. Product Owner - Chase

Oct 2015 - Mar 2016

Manage UX related backlog items for a banker tablet that connected to the ATM devices for managing remotely and helping customers interact with the ATM.

### UX Design Lead - Chase

Feb 2011 - Oct 2015

Create wireframes and fully functioning prototypes to gain feedback from executives and end-users during the evaluative phase.