



EXECUTIVE SUMMARY

I am a multi-disciplined design leader with over 20 years of experience delivering world-class digital experiences that drive business results. I have led enterprise projects for United Airlines, Lowe's, Walmart, DuPont, Edward Jones, and ServiceNow, resulting in millions in savings and additional revenue. My ability to effectively manage a team, implement new processes, and quickly build rapport with tech leaders has given me the influence needed to guide projects toward positive outcomes.

PROFESSIONAL EXPERIENCE

Lead UX Designer | United Airlines | Remote | 03/2024 - Current

Currently managing a team of five internal designers and two outside vendors for a multi-year, multi-million dollar enterprise project for United Airlines.

Results

- Successfully implemented a new design process that has resulted in a 50% increase in productivity and output.
- Developed a collaborative kick-off workshop that has driven internal engagement and reduced product delays.
- Built strong relationships with our internal partners and have started helping them refine their internal processes to reduce friction points within the greater product process.

Lead UX Designer | Edelman | Remote | 06/2022 - 03/2023

Led design and research efforts for consumer-facing, and internal project accounts for DuPont, HP, Service Now, and FedEx. Responsibilities included leading client meetings, conducting workshops, and managing creative talent.

Results

- Successfully created a responsive, omni-channel platform for DuPont's home improvement line of products. The project included the creation of a new design system, IA system, architectural site structures, and design templates.
- Developed a product design governance process for Services Now. Through research of their existing process and corporate structure, I was able to identify several imbalances and bottlenecks. This led to the creation of a product governance board with a set of rules to ensure accountability, collaboration, flexibility, and efficiency.

Lead UX Designer | Walmart Global Tech | Remote | 12/2021 - 04/2022

Responsible for the design and progression of the internal global catalog utilized by buyers around the world. My responsibilities also included working with international resources and guiding leadership on best practices.

Results

- Successfully implemented wide-reaching usability improvements across several internal systems within the global catalog ecosystem.

CONNECT

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UX SKILLS

User Experience Design

UX Design Strategy

User Testing

User Interface Design

User Research

Research Strategy

Product Design Strategy

Prototyping / Wireframing

User-Centered Design

User Flow / Wire Flow

Design Thinking Workshops

User Testing

Usability Testing

User Interviews

Persona Creation

Storyboarding

Journey Mapping

Data Visualization

C&C Analysis

Heuristic Evaluation

Workshop Facilitation

Information Architecture

SOFT SKILLS

Design Leadership

Team Leadership

Design Management

Client Management

Stakeholder Management

Mentoring



Senior UX Designer | Edward Jones | Remote | 08/2021 - 11/2021

Responsible for leading the design, research, and strategy of the internal Travel Rewards Program for Edward Jones. Through this project, I conducted multiple workshops, exploratory user interviews, multiple iterative rounds of user testing, prototype design, and implemented data visualization to increase comprehension.

Results

- A dramatic increase in comprehension, reduced cognitive load, and a significant increase in user engagement.

Product Designer | Lowe's Companies, Inc | Denver, CO | 09/2020 - 08/2021

Responsible for leading research and design efforts within the specialty shopping group. In addition, duties included managing multiple UX projects simultaneously and collaborating to define our product design processes.

Results

- The most notable results occurred in the creation of the PSEs (Project Specialist Exteriors) platform. Through exploratory user interviews, I identified a multitude of redundancies scattered over multiple systems, poor communication, and inconsistent pricing/processes across the country. By creating a single platform and drastically reducing administrative time Lowe's would conservatively see 84 Million in additional yearly sales.

UX Designer | Walmart Pharmacies | Atlanta, GA | 06/2019 - 05/2020

Responsible for conducting interviews, creating wireframes, leading ideation sessions, and creating visual style and direction for Walmarts Pharmacies Prescription Fulfillment Software.

Results

- We were able to identify several areas where automation and third-party software could be utilized to reduce friction in the fulfillment process. We were also able to close communication gaps between patients, prescribers, and pharmacy staff. This resulted in a massive reduction in cognitive load and a 73% reduction of touch-points when solving prior authorizations and change requests.

EDUCATION

General Assembly, Atlanta

UX Design Certificate | 2018

Art Institute of Fort Lauderdale

Bachelor of Science in Graphic Design | 1999 - 2003

- Nominated for Best Portfolio
- Dean's List

DESIGN SKILLS

Design Leadership
Design Management
Visual Design
Presentation Design
Corporate Branding
Sketching
Storyboarding
Layout Design
Graphic Design
Responsive Web Design
HTML / CSS

TOOLS

Figma, FigJam, Sketch
Adobe XD, InVision, Jira
Adobe Creative Cloud
Photoshop, Illustrator
InDesign, Bridge
Microsoft Office 360
Word, Excel, PowerPoint
Teams, Outlook, Miro