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James Bradley

hello@dotjaybee.com
in/dotjaybee

ABOUT

Founder at KeynotePro, where I've worked to advance presentation & theme architecture standards since 2003. **Builder** of high performance, high impact presentation and document systems with a strong emphasis on author-centric usability, extensibility, and simplicity. Consulting **Advisor** on theme & design system frameworks, topologies, and standards. **Advocate** for human-centric design principles and software experiences that empower authorship and improve everyday communication.

SKILLS

DESIGN

Theme System Architecture
Design Systems
UI/UX Design
Product & Software Design
Web & Interaction Design
Concepting & Ideation
Wireframing & Prototyping
Information Architecture
Document Systems
Branding & Identity
Presentation Design
Motion Graphics
Print/Layout Design

DEVELOPMENT

Full-Stack Development
C# / SQL / JQuery / JS

RESEARCH

UX & Design Research
User Research
Usability Testing

MANAGEMENT & DIRECTION

Creative & Art Direction
Project Management

I'm a multi-disciplinary designer, developer, and researcher working to advance document system architecture & author-centric UX.

EXPERIENCE



Founder, Creative Director, KeynotePro; Asheville, NC — 2003-Present

Founded a subsidiary B2C brand to offer professional-grade theme selections for Apple's then-nascent Keynote application. Directed and managed all creative and engineering output, market research & identification, full-cycle product development, naming and branding. Led the operation's expansion from market entry through multiple stages of evolution, defining many of the core standards now common throughout the presentation industry today.



Founder, Creative Director, WalrusGroup; Asheville, NC — 2000-Present

Founded a multi-disciplinary strategic design practice dedicated to elevating the art of visual communication + storytelling. Directed and managed client-facing creative and engineering output, translating business, technical, and strategic requirements into effective cross-media deliverables for clientele including Daimler AG, Microsoft, The NFL, and United Talent Agency. Created & launched the KeynotePro subsidiary in 2003, served as consulting/embedded designer & subject-matter expert for Microsoft Office: Mac '08 through Office 365 ('16) & the PowerPoint Designer service launch.



Art Director, FrogFire Digital; Atlanta, GA — 1999-2000

Lead and administered creative projects for a start-up web agency focused on B2B and B2C clientele, including multiple engagements for Equifax and Motorola. Directed all creative output and coordination with internal and external development teams, assisted key operational, strategic planning, bidding and client service efforts.



Founder, SavageArts MediaWorks; Atlanta, GA — 1997-1999

Designed, developed and managed market and investor-facing print & web campaigns for independent film and music clientele. Known for maximizing creative output on limited budgets / timeframes.