

James Bradley

hello@dotjaybee.com
in/dotjaybee

ABOUT

Self-driven and entrepreneurial designer, developer, and researcher with more than 20 years industry experience helping clients identify and capture market opportunity through applied research, human-centric design, and emergent technology. Consulting Advisor on theme & design system frameworks, topologies, and standards. Advocate for human-centric design principles and software experiences that empower authorship and improve communication.

SKILLS

DESIGN

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

DEVELOPMENT

Full-Stack Development
C# / SQL / JQuery / JS / HTML 5

RESEARCH

UX & Design Research
User Research
Usability Testing

MANAGEMENT & DIRECTION

Creative & Art Direction
Project & Product 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 presentation theme systems for Apple's newly launched Keynote application.
- Formulated the company's vision, goals, and objectives, participating in all aspects of business development.
- Directed and managed all creative and engineering output, market research & identification, full-cycle product development, product naming and branding.
- Led the operation's expansion from market entry through multiple stages of evolution, defining many of the core standards now common in the presentation industry today and expanding the company's scope of services to additional applications and formats.
- Designed key flagship product lines, mentored and guided junior designers and production techs, fostering and building a culture based on classical design principles and author-centric UX.
- Developed multiple generations of e-comm infrastructure to support the operation's growth demands, mentoring and assisting junior programmers and performing ongoing usability and code reviews.



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

- Founded a multi-disciplinary strategic design practice dedicated to elevating the art of visual communication.
- 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, Octagon, PaySpan, The NFL, and UTA.

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EDUCATION

University of Georgia; Athens, GA
BA, English Language and Literature,
1994

EXPERIENCE (CONT.)

- Led UI/UX Design & Research for client-facing web and app engagements, mentoring junior designers on human-centric design principles, best practices, and methodologies.
- Created the KeynotePro subsidiary brand, establishing new benchmark standards for author-centric usability and functionality in the desktop publishing space, boosting top-line revenues by more than 400% in the first 3 years.
- Served as consulting Designer & Subject-Matter Expert for Microsoft Office: Mac '08, Office '10, Office '13, and Office 365 ('16) engagements, developing an extensive library of in-box themes supporting the new THMX standard.
- Acted as remote embedded Designer & Researcher for the PowerPoint Designer MVP launch, creating wireframes and visual prototypes, logic models for ML integration, and defining the slide topology powering the service; designed new tentpole themes to surface and promote key functionality, 1000+ blueprint setups to support the rollout.

F

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

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