



Hello

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My name is James Hills and this is ~~my resume~~

my story

I'm a Lead Product Designer based in Folsom, CA with 18 years spanning enterprise SaaS, native mobile and e-commerce. My recent focus has been AI product design, from conversational analytics to assistive features inside established products, and the trust questions that come with putting a model in front of a customer. I set design direction, support designers earlier in their careers, and own the work end to end, from research I run myself through design systems and prototypes built to be tested rather than just reviewed.

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EXPERIENCE

Thryv / Lead Product Designer

Sep 2025 — Present

- Led an AI reporting dashboard end to end: three competing directions as React apps, the 53-participant study behind the call, and a real LLM backend so sessions tested live answers, not scripts
- Designed a conversational analytics surface answering plain-language questions across 34 live metrics, and defined the certified metric library grounding it for LLM and MCP use
- Built a React chart library for designers to drop into prototypes and engineers to pull into product, 18 chart types across 64 variants with configurable props, interactions and load animations

CrowdStrike / Senior UX/UI Designer

Jul 2023 — Jun 2025

- Led a team of offshore designers through CrowdStrike's flagship launches including Charlotte AI, the company's generative AI security analyst, setting design direction and the review bar
- Built a shared design system spanning desktop, tablet and mobile, with atomic components wired so a single change propagated across every linked file and page the organization worked from
- Redesigned CrowdStrike's mega navigation end to end, rebuilding the information architecture for multi-device behavior and handing engineering a spec for every breakpoint

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EXPERIENCE CONT.**Mosaic - Strategic Finance / Senior Product Designer****Jan 2021 – Jul 2023**

- Owned end-to-end design on complex enterprise problems, from early strategy through high-fidelity prototypes, and mentored incoming designers on the team's research, critique and handoff practices
- Built testable, interactive prototypes to pressure-test ideas before build, using them in stakeholder reviews and engineering walkthroughs so decisions were made against something people could click
- Established reusable pattern libraries so new work started from documented components rather than a blank file, shortening the path from concept to buildable spec

Cordial / Senior User Experience Designer**Aug 2017 – Nov 2020**

- Led design on three flagship features: a drag-and-drop editor for email, SMS and in-app messages; a visual automation builder with live campaign testing; and the audience segment targeting UI
- Designed and rolled out the design system behind the platform, defining components, states and usage rules that product and engineering adopted across the application

Experian / Senior Product Designer**Nov 2015 – Aug 2017**

- Set the visual direction for Experian's global mobile rebrand across web and native iOS and Android, translating a new brand identity into working UI patterns for each platform
- Shaped UX strategy for consumer launches including Identity Protection, balancing security requirements against the friction those requirements put in front of the user

Earlier Experience**LinkedIn** User Experience Designer / **Sony Electronics** Senior Web Designer - 2008 to 2015

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SKILLS

Figma		AI Product Design		User Research	
Claude Code		LLM Integration		Usability Testing	
MCP Servers		AI Output Quality		Product Analytics	
React		Design Systems		UX Strategy	
GitHub		Data Visualization		B2B SaaS	

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EDUCATION

Platt College / San Diego, CA	Jun 2009
Bachelor of Arts in Media Arts: Web Design and Development	
The Art Institute of California / San Diego, CA	Dec 2007
Bachelor of Science - Graphic Design	
ITT Technical Institute / Lathrop, CA	Jun 2004
Associate of Science - Information Technology Multimedia	