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.

01 EXPERIENCE

Thryv / Lead Product Designer — **Sep 2025 — Nov 2026**

- Led an AI reporting dashboard end to end: three competing directions in one React app, 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.com's flagship launches including Charlotte AI, the company's generative AI security analyst, setting design direction and the review bar
- Built a shared website design system for 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 website mega navigation end to end, rebuilding the information architecture for multi-device behavior and handing engineering a spec for every breakpoint

01 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 the drag-and-drop editor for email, SMS and in-app messages, the 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 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

02 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

03 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

References available upon request