

Eddie James

930 Custer Street, Hapeville, GA 30354

610-505-1640 | eddiejams@gmail.com

Work Experience

Sep 2019 – Present

Lead UX Researcher

Calendly

Atlanta, GA

- Lead discovery research efforts (customer journey maps, user personas, workflows, empathy maps, Jobs to be Done, etc.) that help inform product and company strategy around the role of time management, scheduling, and successful virtual and in-person meetings.
- Define and continually improve the distributed user research process designers and product managers follow when conducting their own research within squad-level projects.
- Create systems and processes for storing and sharing research assets, findings, and insights.
- Manage user research tools (UserTesting.com, Survey Gizmo, UserBit, Typeform, etc)
- Teach user research best practices to ux designers, product managers, content strategist, and marketing staff.

7/2018 – 9/2019

Senior UX Researcher

Cox Automotive

Greater Atlanta Area

- Launched the UX Research discipline for Manheim (part of Cox Automotive).
- Designed and opened a UX research lab within a car auction location to research how car dealerships use Manheim digital tools to buy and sell vehicles and to understand how Manheim employees in the auction use internal digital tools.
- Lead development of user journeys and personas for Manheim Logistics.
- Supervised and mentored junior research staff.
- Executed weekly remote usability sessions on mobile and desktop devices and managed Voice of the Customer inputs.
- Surfaced user stories, trade offs and opportunities to key stakeholders that helped inform strategic decisions.

8/2012-8/2018

Freelance UX researcher and designer, Daytona Beach, FL

- Consulted with design teams at international small businesses, startups and Fortune 500 companies on UX research ranging from usability tests, ethnographic studies, remote testing, surveys and more.
- Projects included mobile payment systems, mobile inventory management, travel kiosks, websites, retail self checkout, and ATMs.

8/2008-9/2012

**Manager of User Experience and Research, E-commerce and Self Service
Comcast, Philadelphia, PA**

- Managed all aspects of in-house usability testing and user research including planning, recruiting, moderation, analysis and reporting.
- In charge of a 5000 customer user panel.
- UX Design Lead for all Comcast web sites, forums, online security software, customer support and self-service tools. These Comcast properties served over 12 million users each month.
- Stakeholder in determining project requirements, business objectives and key data metrics.
- Managed vendor relationships for outsourced design, user research, and content creation.
- Lead team charged with creating standards and guidelines for design deliverables and a pattern library designers.

8/2005-8/08

**Senior Information Architect
Comcast Interactive Media Group, Philadelphia, PA**

- Lead UX designer/social media guru/innovator for Ziddio.com - Comcast's now closed user generated video sharing site and social network - and Comcast.net, the high-speed internet entertainment portal used by over 15 million Comcast subscribers a month.
- Introduced user research processes to the design and dev teams.
- Pioneered using social networks as user feedback and participant recruiting channels.
- Served as Lead interaction designer/Information Architect for video instant messaging, email, digital voice mail, and entertainment applications.

UXR Community Involvement

UX Research Atlanta - regular speaker and member

UX Coffee Hours - UX research mentor

UX Helpers Meetup

World IA Day Speaker

Education

B.A. Mass Communications, Emory & Henry College, Emory, VA

M.A. Interaction Design, University of Baltimore, Baltimore, MD