

JAMES VALLADARES

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PROFESSIONAL SUMMARY

Product design lead with the ability to identify and solve user needs through a combination of interaction design, IA, research, visual design, and user research.

WORK HISTORY

Senior Manager of Product Design, Synack

Mar 2021 – Nov 2023

Remote

Player-coach role where I managed and grew a team of designers as well as led key product initiatives.

- Managed and scaled up a strong design team in a competitive hiring environment.
- Spearheaded the Synack Design System, achieving Synack's first scalable, mature React-based system, boosting product consistency and efficiency.
- Matured and standardized design processes and broke down silos between teams through regular design feedback sessions and critiques.
- Played a key role in the strategic transition of our product from a white-glove service to a consumer-grade platform, aligning development with market needs and user accessibility.
- Advanced the user research function by integrating evaluative research and new customer feedback channels, and implemented UX tools like Hotjar for insightful user behavior analysis

Principal Product Designer, Synack

Oct 2020 – Mar 2021

Remote

Transformed missions (a compliance-focused framework) into a diverse, self-service marketplace. Through user research and iterative design, expanded mission types beyond compliance, creating a digital storefront that addressed various customer needs. This initiative significantly increased missions revenue and helped pivot Synack from a pen-testing company to a comprehensive cybersecurity platform.

Product Design Manager, Walmart Ecommerce

Feb 2020 – Oct 2020

San Bruno, CA

- Directly managed four mid- to senior-level designers on the User-Generated Content (UGC) team.
- Worked closely with Product to establish team goals.
- Took a test and learn approach to designing, shipping, and iterating on multiple high-impact projects.

Lead Product Designer, Walmart Ecommerce

Aug 2019 – Feb 2020

San Bruno, CA

- Product design lead for end-to-end experience of home services.
- Home services are an area of strategic importance for Walmart Ecommerce. In this role, I work to align teams from various parts of the business around opportunities to optimize discoverability, increase usability and solve customer needs through home services.

Senior Product Designer, Asurion

May 2018 – Jul 2019

San Mateo, CA

- Product design lead for the Asurion Sales Portal journey team, which is the point of contact between carrier sales reps and Asurion.
- Helped scale and sell in the Asurion Sales Portal across AT&T, Verizon, and Sprint.
- Redesigned and restructured the entire application to improve visual aesthetics and usability.
- Manages discovery backlog for dual-track sprint cycles and a/b testing.
- Leads weekly cross-functional store (user) research visits.

- Led 10+ research trips out of state to research and test concepts in pilot markets.
- Created a design system in Figma and Sketch to maintain consistency across carriers.
- Designed multiple features stemming from qualitative insights including an appointment history section, rep/store leaderboard, and phone claims tool.
- Designed new appointment types to help customers looking for help in-store for existing phones (now accounting for 30%+ of traffic to platform).

User Experience Designer, Build.com

Oct 2016 – May 2018

Chico, CA

- Lead designer for the "Find Team"; responsible for simplifying the process of finding the right product out of Build's one million+ products.
- Redesigned functionality for all search facet types (filters).
- Redesigned the Build Help Center to improve page architecture and usability.
- Designed a sitewide autocomplete component with product suggestions.
- Led research around rewards program that led to millions in increased annual profit.
- Redesigned the Build mobile app onboarding process using After Effects and Lottie.
- Redesigned the pro-signup process which accounted for 40% of Build's revenue.

Product Designer (Contractor), White Rabbit Group

Mar 17 – Apr 2018

Chico, CA

- Primary focus in this role was on visual/interaction design and designing complex user flows.
- Designed Daplt, a mobile app startup looking to reimagine digital gift cards.
- Designed cross-platform job-management application for AboutTrees; Northern California's largest tree servicing company.
- Redesigned entire web application for Firestorm; one of the largest privately-owned fire fighting companies in the U.S.

Cofounder, Pixie Dust Labs

Jun 2015 – Present

Remote

- Designed mobile and web apps for clients on a contract basis.
- Conducted usability tests and customer interviews to understand client needs.
- Rapid prototyping using Sketch, Balsamiq, and Invision.
- Micro-interaction design using Pixate (deprecated).
- Market competitor research using qualitative & quantitative research methods.

UX Researcher, Calculated Industries

Apr 2013 – Jun 2015

Carson City, NV

- Dual-focus role where I reported to the VP of Marketing and Product Development Manager to discover and match customer needs with business goals.
- Managed internal innovation effort in coordination with Innosite Consulting through a jobs-to-be-done framework.
- Determined the viability of numerous prototypes and product concepts.
- Worked closely with subject-matter experts in various trades.
- Conducted user interviews to uncover prototype usability insights.
- Created use cases and user personas to determine marketing requirements for new products.

EDUCATION

MBA, University of Nevada, Reno

2014 – 2015

Focus in product management with a 3.6 cumulative GPA.

Bachelor of Arts, University of New Hampshire

2007 – 2011

Dual-major in Marketing and Entrepreneurship.