

# tucker.love

## experience

### TENFOLD

#### VP OF USER EXPERIENCE

February 2017 - June 2018 • San Francisco, CA

- Collaborated with CEO to define new products and processes
- Redesigned core product and presented reports when piloting to customers
- Communicated the value of the redesign through product marketing efforts
- Defined detailed spec, design, test, build, ship, and monitor workflow
- Improved workflow and reduced 200 - 220 seconds and 5.5 clicks per call

### TUBULAR LABS

#### DIRECTOR OF USER EXPERIENCE

May 2016 - January 2017 • Mountain View, CA

- Defined the UX process and shaped the product feature requirements
- Created flow charts, wireframes, prototypes, and visual design concepts
- Gathered data from all departments to formally kick-off features
- Discovered new business opportunities through UX research studies
- Validated theories on how to build the next evolution of product

### XTIME

#### DIRECTOR OF USER EXPERIENCE

July 2012 - June 2015 • Redwood Shores, CA

- Segmented product and improved workflow with more intuitive UI
- Product segmentation allowed new monetization strategy
- Reduced book-time, boosted efficiency, and improved ROI
- Increased dealership pricing accuracy from 70% to 99%
- Reduced number of customer created support tickets by more than 50%

### ANALYTE HEALTH

#### DIRECTOR OF USER EXPERIENCE

July 2011 - July 2012 • San Francisco, CA

- Built and managed team of five UX professionals to evolve product
- Presented how distraught patients seek and choose medical services
- Demonstrated body language reading expertise during user-testing sessions
- Reduced anxiety levels of patients before, during, and after medical lab results
- Boosted web conversions by 30%, phone by 15%, and return patients to 70%

## bio

James is the champion for the user. In 1996 he was an Art Director at CNET, then he ran his own digital agency with clients such as AOL, British Airways, Cisco, Converse, Disney, eBay/PayPal, Eddie Bauer, Genentech, M&M Mars, MySpace, Old Navy, Proctor & Gamble, Seagate, and Wired. Today, James collaborates with talented teams to make awesome products users love.

## tools

### MANAGEMENT

- PRD's
- Kanban
- Weekly 1:1's
- Case Management
- Performance Management

### UX

- Analytics
- Test Plans & Surveys
- Flow Charts & Wireframes
- Prototyping
- Visual Design

## contact

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## process



### EMPATHIZE

This is often overlooked or analytics replaced this step and that's a huge mistake. Formal observation sessions will surface keen insights and major opportunities.



### DEFINE

Collecting stakeholder feedback, competitive analysis, product analytics, and discovering clues while defining the direction is the dirty work. But I like it!



### IDEATE

This is where the lateral thinkers thrive. Awesome UX designers can take the user insights and the company objectives and make some magic.



### PROTOTYPE

The objective is to get the most reliable data as possible. I focus on high-fidelity prototypes with real data to mimic the user experience as much as possible.



### TEST

The prototyping process is paired with user testing. This is not always a linear process so ideas in prototypes may have to be re-designed. Better discovered here than after the product is built!



### SHIP

Each department needs to know what's shipping so they can sell, support, and announce to prospects and customers. The UX leader is often the best person to communicate this to other teams.



### MONITOR

Make sure all assumptions with the product are still valid. Look for usability issues that need to be fixed with each sprint. Create dashboards and reports if cohorts have different success metrics.



### INNOVATE

Always keep improving on the product. I need to be 10x better than competitors. UX leaders also must attend industry events to get inspired and stay on top of trends and innovations.

## stacks

### RESEARCH

- MixPanel & Amplitude
- Google Analytics & Fullstory
- Typeform & Qualtrics
- Lookback & Zoom

### DESIGN

- Lucid Charts & Axure
- Sketch & Craft
- InVision & Hype3
- Adobe Products

### PRODUCT

- Asana & Trello
- Confluence and JIRA
- Harvest & Outplanr
- 15Five

## contact

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