

James J. Glenn

UX/Product Designer

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Skills

Strategy
Site-planning/IA
Wireframing
Prototyping
Design systems/components
Layout design
Visual design
UI/UX design
Graphic design
Branding
A/B multivariate testing
HTML/CSS

Tools

Figma
Sketch
Adobe XD
Photoshop
Illustrator
InDesign
Procreate
Invision
Balsamic
Jira
Confluence
Abstract
Miro

Education

B.A. Art, UC Berkeley

Lead Web UX/Visual Designer

08/24 - 12/25 | Neo4j

Rebuilt the company's entire web presence from the ground up - information architecture, design system, and all consumer-facing surfaces. In 12 months, drove a 43% increase in page views, 16% growth in sessions, and 13% improvement in engagement, per an independent CRO audit tied to web demand generation contributing to ~\$200M ARR. Managed cross-functional relationships across marketing, product, and engineering in a lean team environment.

Senior UX Designer

11/21 - 12/23 | Elevance Health (formerly Anthem) | Remote

As a Senior UX Designer at Elevance Health (formerly Anthem), I worked with Art Directors, Creative Directors, Content Writers, Content Authors, DPM's and stakeholders to achieve an optimal experience for our users utilizing Agile methodology. Beginning with discovery work and competitive analysis through wireframing and mock creation, I was able to contribute to the success and user experience of Anthem.com, Carelonhealth.com, as well as a complete site design for Carelonbehavioralhealth.com as the lead UX Designer. Utilizing Anthem's extensive design systems and components library, I was able to design and create 130+ mocks for Carelon Behavioral Health in a very tight time-frame to deliver the product on time and within budget. Additionally, as a member of the Anthem.com public team, our work was recognized as one of four finalists for public corporate sites by the Webby Awards in 2023.

Freelance UI/UX/Product Designer

04/12 - 11/21 | Freelance | jig-me.com/portfolio

Full-service UX, product, and visual design across the entire project lifecycle - site planning, IA, user flows, wireframes, prototyping, and visual design. Clients included MetLife, PennMutual, Fortress Investments, and the Carnegie Council.

Senior Interactive Art Director

01/11 - 11/12 | 1-800-DENTIST | Los Angeles

Design lead for all 1-800-DENTIST digital properties including web, landing pages, sales funnels, and social media. Provided art direction for online campaigns, as well as identity and complete site design for sub-brands. Provided IA for complete site redesign of 1800dentist.com, organizing and consolidating hundreds of articles and resources. Extensive A/B and multivariate testing to optimize conversion and minimize leakage points for paid and organic campaigns.

Senior Interactive Art Director

11/08 - 08/10 | Callaway Golf | San Diego, CA

Provided interactive design services for CallawayGolf.com and all its global properties, including Odyssey Golf and TopFlite. Effectively translated print campaigns for online media. Provided complete site design for numerous sub-brands including Odyssey Golf Mobile, uPro GPS, and Callaway Golf Centers. Provided UI design for product selectors, including the entire Callaway Golf Apparel catalog. Provided front-end coding support utilizing latest HTML/CSS standards.

Senior Designer

03/07 - 04/08 | Fleishman-Hillard, Inc. | New York, NY

Responsible for interactive, print, and presentation design for numerous Fortune 500 clients. Provided art direction for large scale web efforts including producing wireframes, site maps/IA, and layout design for all stages of the product life-cycle from discovery to mock creations through QA. Provided strategic support in the form of writing creative briefs and performing web evaluations for potential clients, outlining best practice guidelines and providing insight into underutilized opportunities. Key clients included Motorola, AT&T, Bristol Myers Squibb, Roche, Merk, and Gatorade.