

James Hobbs

MISSION LEADING AND LEARNING.
MANTRA INFORM. ENGAGE. IMPROVE.

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PROFESSIONAL EXPERIENCE

CONSENSYS | LEAD PRODUCT DESIGNER

September 2018 – February 2020

Work with enterprise institutions to create solutions that drive adoption of the Ethereum Blockchain and partnering with internal teams in designing the future of decentralized applications with a focus on educating users, reducing friction inherent in new technology and new user patterns, and creating proof-of-concept prototypes to validate viable blockchain use cases.

THE WASHINGTON POST | LEAD PRODUCT DESIGNER

February 2016 – August 2018

Propel the future of digital news to reach new audiences by designing for emerging technology; experimenting and iterating on new products; and advancing strategic partnerships. Managed a team of designers on a diverse platform of products to maintain high quality, user-centered experiences for readers and subscribers. Role included user experience improvements of internal platforms, conducting user research sessions for core site verticals on washingtonpost.com such as live coverage of breaking news events, being a design catalyst for reimagining apps, collaborating with cross-functional teams to experiment with leading edge technologies such as augmented reality, and collaborating with acquisition teams on ways to improve and foster customer relationships.

THE WHITE HOUSE | SENIOR DESIGNER, OFFICE OF DIGITAL STRATEGY

August 2014 – January 2016

Affected change at scale as a UX/UI designer and strategist for White House digital products, while also serving beside the Creative Director as brand ambassador for White House branding and special projects. Led a full responsive redesign of whitehouse.gov that optimized the most highly trafficked pages to address the needs of an engaged and rapidly growing mobile audience.

THREESPOT | ART DIRECTOR

July 2003 – August 2014

Led design on projects for the Brookings Institution, Coexist Campaign, Harvard Business School, Howard Hughes Medical Institute, Kennedy Center/ARTSEdge, Smithsonian Institution, and other clients to evolve their brands online. Designed in teams large and small, from nimble sprints with agile development to long production timelines with extensive QA. Known as a leader, mentor and constant champion of creative culture.

LEADERSHIP & TEACHING

GENERAL ASSEMBLY | INSTRUCTOR & DESIGNER-IN-RESIDENCE, UXD EVENING CLASS

2014 & 2016

Supported students in this 10-week part-time course as they learned how to conduct user research, define problems, build personas, wireframe, prototype, and perform usability testing.

AIGA DC | BOARD OF DIRECTORS | VICE PRESIDENT, STRATEGY

September 2006 – June 2011

The Washington, DC chapter of AIGA (the professional association for design) has more than 1,100 members and relies on a volunteer board to implement programming and other initiatives. After actively volunteering for many years, I served on the board as Director of Digital Communications and Vice President of Strategy. I've been an active member of AIGA since 2005, supporting several national initiatives over the years.

SKILLS & EXPERTISE

Agile Product Design
UX/UI Design
Responsive Design

User-Centered Design
Design Thinking
Concept Development

Creative Strategy
Art Direction
Branding & Identity

EDUCATION, AWARDS, & INTERESTS

BRADLEY ACADEMY FOR THE VISUAL ARTS

Associate of Arts (AA), Graphic Design, 1995 – 1997

2 years of school, learning traditional design and production methods (ie: no computers). Despite that, my digital work has been recognized by AIGA, the ADDY Awards, and the W3 Awards, among others.

Areas of interest: health-tech, fin-tech, news, education, civic engagement, and future-tech.