

# James Eric Bagley

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## SUMMARY

Results-driven Senior UX/UI Designer & Product Designer with 15+ years of experience creating innovative, intuitive, and user-friendly digital products. Expertise in user research, strategy, wireframing, prototyping, and implementation. Known for solving complex UX challenges with scalable, accessible solutions. Strong collaborator adept at aligning business goals with user needs and driving measurable improvements in engagement and efficiency within fast-paced environments.

## SKILLS

- **User Research & Experience Strategy** – Conducting audience research, usability testing, stakeholder interviews, and data-driven UX improvements.
- **Information Architecture & Content Strategy** – Site mapping, taxonomy design, structured content modeling, and CMS integration planning.
- **Wireframing, Prototyping & UX Documentation** – Creating high-fidelity wireframes, interactive prototypes, user flows, and functional specs using **Figma, Sketch, UXPin, Adobe XD**.
- **CMS & Digital Platforms** – Designing for and implementing **WordPress, Drupal, Joomla, and Adobe AEM**, optimizing structured content and workflows.
- **SEO, Analytics & Performance Optimization** – Applying **SEO best practices, Google Analytics insights, and content hierarchy improvements** to enhance engagement.
- **Workshop Facilitation & Stakeholder Engagement** – Leading UX workshops, client presentations, and stakeholder collaboration to align design goals with business needs.
- **Visual & Graphic Design** – Expertise in **Adobe Creative Suite (Photoshop, Illustrator, InDesign)** for UI assets, branding, and digital storytelling.

## EXPERIENCE/EMPLOYMENT

### UX Subject Matter Expert/Designer

*Breakforth Solutions (Contractor for DOJ) - Remote - May 2024 - Present*

- Conduct user research, interviews, and usability testing to gather insights, develop user journey maps and flow charts, and identify areas for improvement.

- Design and refine wireframes, high-fidelity mockups, and prototypes to translate user needs into clear, actionable solutions.
- Evaluate systems through design analysis, recommend UX improvements, and collaborate with cross-functional teams to deliver user-centric solutions aligned with DOJ objectives.

### **Lead UX Designer / Creative Director**

Lavii - Smart Tech Company - October 2021 - August 2024

- Led the end-to-end design strategy of a smart food locker system, enhancing efficiency and user experience through research-driven UX design and rapid prototyping
- Conducted extensive user research, developed user personas and journey maps, and created wireframes and interactive prototypes to refine the user experience.
- Established cohesive branding and a scalable design system to ensure consistency across various touchpoints and enhance visual identity.
- Collaborated cross-functionally with engineers and stakeholders to ensure technical feasibility and align design solutions with business goals.

### **Senior UX/UI Designer**

ERP International / DISA - Remote - September 2021 - February 2024

- Led the development of a comprehensive design strategy and style guide for an internal web application, rooted in human-centered design principles.
- Created design mockups and wireframes using Adobe XD, ensuring alignment with user needs and business objectives.
- Collaborated closely with developers to implement user-centered design principles into the application using ReactJS.

### **UX/UI Designer, Full-Stack Developer, Team Lead, Consultant**

Erix Technologies / Media Matters - Remote - February 2018 - September 2021

- Spearheaded UX transformation for internal applications by migrating to NodeJS, MySQL, and Elasticsearch, prioritizing user experience and engagement.
- Created wireframes, flow charts, and prototypes to visualize and communicate design concepts, facilitating stakeholder alignment and iteration.
- Utilized UX/UI design methodologies, including user interviews and usability testing, to refine front-end interfaces, enhancing user satisfaction and improving overall usability.

### **UX/UI Designer/Developer, Team Lead, Adobe AEM Administrator**

Cascades Technologies / FDIC - Arlington, VA - December 2014 - January 2018

- Led UX improvements for FDIC's public-facing and internal applications, enhancing usability and accessibility.
- Developed custom search interfaces and improved user experience and site navigation using JavaScript, CSS, and Google Search.

- Provided support and troubleshooting as the Adobe AEM/CQ5 administrator, ensuring a seamless user experience across digital platforms.

### **UX/UI Designer/Developer, Graphic Design**

*US Census Bureau - Suitland, MD - February 2010 - November 2014*

- Designed and developed responsive web applications using HTML, CSS3, Ajax, XML, JSON, and JavaScript/Angular, focusing on delivering a seamless user experience.
- Implemented user-centric design principles into PHP/MySQL applications, enhancing usability and accessibility for diverse user groups.

### **EDUCATION**

**Bowie State University**, Bowie, MD, *Bachelor's in Computer Science*, May 2009

- CUM G.P.A – 3.0; Major G.P.A - 3.8