

James Horton

CO-FOUNDER & PRINCIPAL PRODUCT DESIGNER

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SUMMARY

Product and UX Designer with 18+ years of experience leading research, strategy, and design for web, mobile, and SaaS products. Expert in translating complex business challenges into intuitive user experiences through user-centered design, design systems, and cross-functional collaboration. Proven track record improving engagement, efficiency, and product scalability. Now pursuing a return to hands-on, user-facing product design after several years focused on agency growth and leadership.

WORK EXPERIENCE

Co-Founder & Principal Product Designer

TripleE Fusion — Manassas, VA | 2018 – Present

- Lead product strategy and design for a team of 8-12 designers, developers, and marketers as Co-Founder of the agency
- Designed a no-code website builder for WordPress, reducing client development time by 30% and improving design consistency across projects
- Built a unified marketing dashboard for the agency, eliminating 200+ hours of manual reporting and improving real-time decision-making across marketing channels
- Led end-to-end UX research, strategy, and design for the 7th iteration of a premier private wealth advisory firm's website (COPE Corrales) — including stakeholder interviews, competitive analysis, usability testing, and A/B testing on CTAs and forms — driving a 40% increase in lead form submissions, a 55% boost in average session time, and a 70% improvement in mobile usability
- Conduct user research, usability testing, and iterative validation, increasing user engagement by 25% through improved workflows and interaction design
- Partner with stakeholders, developers, and marketing teams to align business goals, customer needs, and technical requirements throughout the product lifecycle

Senior UX Designer

TripleE Fusion — Manassas, VA | 2014 – 2018

- Led a team of 5 designers and developers, directing UX strategy and delivery as the agency scaled
- Built scalable design systems and responsive prototypes in Figma, improving consistency, accessibility, and development efficiency

Front-End Web Designer / UI Designer

TripleE Fusion — Manassas, VA | 2012 – 2014

- Co-founded the agency and served as its first front-end and UI designer, partnering directly with the co-founder to define product direction and visual identity
- Designed and built early-stage web and marketing experiences that helped grow the company from startup to a scaled agency

Senior UX Designer / Web Developer

American Public University — Manassas, VA | 2011 – 2012

- Defined user journeys through personas, information architecture, wireframes, and interactive prototypes
- Designed responsive landing pages that improved mobile conversion rates and strengthened brand consistency
- Facilitated collaboration between design, development, marketing, and content teams to improve delivery efficiency

UX Designer / Front-End Developer

DHA Group, Inc. — Washington, DC | 2010 – 2011

- Conducted usability testing and identified UX improvements that reduced friction within recruiting platforms
- Rebranded and redesigned the corporate website, increasing qualified traffic by 30%
- Designed and developed an internal job board that reduced recruiter workload by 40%

UX Designer / Web Developer

Destiny Foundation — Orlando, FL | 2007 – 2009

- Designed and developed the organization's website, increasing donor engagement by 50%
- Directed visual storytelling and field documentation efforts in Ghana that helped raise funding for deep freshwater wells serving more than 30,000 people

SKILLS

UX & Product Design: User Research, Usability Testing, Journey Mapping, Information Architecture, Wireframing, Prototyping, Interaction Design, Accessibility (WCAG)

Design Systems & Strategy: Product Strategy, Design Systems, UX Strategy, Data-Informed Design, Metrics and KPIs, Discovery Workshops, User Flows

Tools: Figma, Adobe Creative Suite, Sketch, InVision, WordPress, Google Analytics

Front-End: HTML5, CSS3, JavaScript, PHP, MySQL

Leadership: Stakeholder Management, Cross-Functional Collaboration, Agile Workflows, Strategic Thinking, Team Facilitation

EDUCATION

Full Sail University

Bachelor of Science, Digital Art & Design | 2007

Associate of Science, Digital Media | 2005