

James Saucedo

Design & UX Leader

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Overview

I am passionate about creating seamless user experiences by drawing inspiration from insights and data and applying empathy and intuition from over 10 years of design, development, and product experience.

Experience

Principal Product Designer

Brightside

2022 - 2023

As a Team Lead and Mentor for Brightside's Design Team, I collaborated closely with Product and Engineering teams in an agile environment and influenced design decisions as an advocate for the User.

- Developed a decentralized design system built on Atomic Design principles using Design Tokens
- Design and Develop several products in an iterative agile environment
 - Modular registration feature to help with data collection during onboarding with a focus on engagement and retention.
 - Hardship loan feature allows clients to manage documents and view the status of their application
 - Lead the Equifax upgrade moving from OTP to SMFA authentication
- Stewardship of cross-functional efforts to align engineering and QA with design system standards
- Helped marketing design with various onsite materials and brand guidelines
- Participated in regular product design feedback and iteration sessions

UX Design Manager

BLAZE

2019 - 2022

I led the team for growth and scalability, overseeing daily and weekly check-ins, goal setting, training, performance evaluations, career development, and hiring. I fostered strong relationships with stakeholders, effectively communicated complex ideas, and created comprehensive roadmaps for planning and execution.

- Built a culture and team of empathetic problem solvers dedicated to putting our end users first
- Developed process for recruitment, training, skill development, and mentorship
- Led global brand refinement including logo redesign, product marketing, a new corporate website, style guides, and templates.
- Developed a design system that supports sub-brands within BLAZE and future growth

Sr. Product Designer, Frontend Engineer

Weedmaps, Ghost Group LLC

2013 - 2019

Worked closely with product and engineering during the early stages defining design culture and team growth. Transitioned to engineering and worked across many Agile teams, helped to build weedmaps design system SDK - using react, Next.js, Mobx, and styled components.

- Design and Develop an initial mobile application, geolocation/region-based directory of listings with product menus, photos, and reviews.
- Hands-on releasing many features, facilitating design sprints and design reviews
- Design, Develop and Maintain design system with a focus on accessibility and internationalization
- Pivotal in the development of Weedmaps Deals, a place to find daily and limited discounted items (a High traffic area)

VP of Creative Operations

SearchCore Inc, Tattoo.com, Manufacturedhomes.com

2012 - 2013

Managed a team of creatives, and worked with clients and stakeholders. Pushed team to learn bleeding-edge technology at the time - nodejs and invision.

- Lead recruitment, training, performance, and development efforts for designers and developers
- Design and Develop a global brand identity, a new corporate website, and templates
- Launched redesign of Tattoo.com a finder site focused on finding tattoo artists and alternative lifestyle community
- Launched ManufacturedHomes.com a finder site connecting dealers and manufacturers to home buyers.

UX/UI Designer, Frontend Engineer

Cal Spas

2012

Design and Develop features for many cal spas websites with a focus on engagement and SEO. Completed wireframes and comps with strict timelines.

Project Manager

Spinx, Inc.

2011 - 2012

Responsible for accomplishing the project objectives for website work at SPINX Agency. Key project management responsibilities include creating clear attainable objectives and building the project requirements using Waterfall methodology.