

Eddie James

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Current interest areas

Data-driven user experience design, data mining and analysis of user-generated content, social media optimization, user research, search engine optimization, analytics, content management systems, usability test recruiting, remote user testing

Education

B.A. Mass Communications, Emory & Henry College, Emory, VA, May 1992

M.A. User Interface Design, University of Baltimore, Baltimore, MD, May 1999

Work Experience

8/08-present

Senior Manager of User Experience, E-commerce and Self Service Comcast, Philadelphia, PA

User Experience lead for all Comcast web sites, online security software and customer support and self-service tools. These projects are used by over 12 million users each month.

Analyzed usage data from Omniture, Google Analytics, and other sources to drive data-based user experience decisions and increase conversion rates. Successes: Achieved a 50% increase in number of customers opting to receive electronic statements. This change saved Comcast \$5 million a year.

Championed using Search Engine (SEO) and Social Media Optimization (SMO) techniques and tools to make smarter UX decisions and to better measure project successes.

Managed all aspects of in-house usability testing including planning tests, recruiting users, test moderation and analysis.

Stakeholder in determining project requirements, business objectives and key data metrics.

Continually identified opportunities to tweak designs to increase consumer sales. Comcast.com sales increased from less than 2% of all company sales in 2008 to over 5% in 2010.

Managed vendor relationships for outsourced design and content creation.

Part of team charged with developing standards and guidelines for design deliverables and a pattern library for our team of designers.

8/05-8/08

Senior Information Architect Comcast Interactive Media Group, Philadelphia, PA

Lead user experience designer/innovator for Ziddio.com, Comcast's now closed user generated video sharing site and social network, and Comcast.net, the high-speed internet entertainment portal used by over 15 million users a month.

Increased sales and ad clicks in Comcast.net Search by over 20% a month during tenure as Search UX Lead.

Led the effort to collect, analyze and report user feedback and “chatter” on forums, blogs and social networks, as well as Omniture user behavior data, to use these inputs to make better design and business decisions.

Served as Lead interaction designer/Information Architect for video instant messaging, email, digital voice mail, and entertainment applications.

3/01-8/05

**Senior Information Architect
The Vanguard Group, Malvern, PA**

Led the design team – consisting of writers, visual designers and junior information architects – in turning out-dated paper-based transactions into cost-saving and user-centered web-based transactions.

Led the redesign of the 401k web site and the current internal processing system used by over 550 Vanguard phone associates.

Served as site owner of the institutional trading site where millions of dollars are traded daily.

Created personas, user scenarios, initial information architectures, information flow concepts and wrote technical documentation for all projects.

Created paper and HTML prototypes, conducted heuristic evaluations of designs, iterated to improve designs.

Served as the "voice of the user" at high-level management meetings to help define business strategies.

Worked on project team to create standards and guidelines for design deliverables.

7/99-1/01

**Lead Interaction Designer
kozmo.com, New York, NY**

Lead a group of 4 information architects in designing the kozmo.com site and developed the warehouse processes needed to deliver orders within the promised one hour window.

Researched user needs, defined user requirements, designed features, wrote product briefs and created user interface specifications.

Developed kozmo.com's first UI documentation system.

Associations

Member of Philly CHI
Member of IA Institute