

James Ricks

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SUMMARY

Strategic leader with a track record of creating value that lasts. Experience spans healthcare, financial services, and commerce, where work has generated more than \$4B in revenue, accelerated mission-critical workflows, and helped organizations turn emerging technologies into scalable business capabilities.

CORE CAPABILITIES

Experience Strategy • Portfolio Transformation • Product Strategy • AI Strategy & Adoption • Organizational Change • Executive Facilitation • Customer Insights • Product Analytics • Organizational Capability Building • Design Systems

WORK EXPERIENCE

Fractional Design Executive

06/2025 – Present

OrcaUX, AI Product Strategy & Design Consulting

Newcastle, WA

- Developed roadmap to capitalize on 3 growth opportunities worth \$2.3M annually for a \$680M distributor using AI-assisted research and prototyping.
- Removed onboarding barriers at an \$850M AI platform, improving success by 22 points and revealing \$1.5M in revenue opportunity.

Director, Product Design & Research

07/2022 – 06/2025

Financial Industry Regulatory Agency (FINRA), US Market Regulator, 5000+ EE

Rockville, MD

- Established FINRA's first design organization to support an enterprise product-led transformation, embedding research, analytics, and design into 12 product teams and increasing feature adoption 3x.
- Removed decision-making bottlenecks across 65 products, reducing average business case approval time from 8 to 6 weeks.
- Created FINRA's first ratified AI governance model, enabling FINRA to reach 60% LLM adoption in 4 months.
- Challenged a proposed \$15M build with a \$50K 3rd party field pilot, avoiding a costly investment and securing \$1.2M for enterprise analytics (Pendo).
- Deployed Pendo across 15 teams in 3 months, uncovering 7 workflow failures and reducing implementation costs from \$500K to <\$50K per team.

Associate Director, UX Strategy

09/2016 – 07/2022

IQVIA, Life Sciences Research, 93,000+ EE

Seattle, WA

- Proved a product-led growth strategy with a 5-product pilot, generating \$4.4M in annual contract renewals and expansion sales and driving adoption across a 250-product portfolio.
- Built the hiring and development system that scaled IQVIA's product organization from 0 to 75+ practitioners, involving PMs, designers, researchers, and more.
- Created a 3-stage AI adoption strategy that drove 70% adoption in 6 weeks, accelerating patient recruitment by 67% and site identification by 46%.

- Turned AI configuration into a self-service capability, reducing turnaround from 2 weeks to 30 minutes across 24 clinical and commercial products.
- Built the operating model behind IQVIA's design system, reducing design and development effort 30–40% across 80+ products.

Sr. UX Designer

03/2010 – 08/2016

Amazon Business (sole UX hire 2010 – 2013; lead 2013 – 2016)

Seattle, WA

- Founded Amazon Business's UX function; patterns unlocked \$1B in 2015 and \$3B in 2016 in annual revenue.
- Built and mentored Amazon Business's first multidisciplinary UX team, growing the function from 1 designer to a team of 12.
- Extended Amazon's retail platform for business purchasing, accounts, payments, pricing structures, and contract pricing; accelerating Amazon Business integration across 350M+ product listings.
- Removed a key onboarding requirement, reducing completion time from 2.5 days to 5 minutes and increasing account activation by 52%.

Sr. Information Architect (Head of Digital Experience)

06/2000 – 03/2010

Intermountain Healthcare; 160+ Clinics, 23 hospitals, 64,000+EE

Salt Lake City, UT

- Led digital experience strategy across 23 hospitals and 160+ clinics, improving how patients found, accessed, and navigated care across the care journey.
- Redirected a \$1M+ hospital investment after research showed patients needed human support more than self-service technology.
- Reduced patient care-access complaints by 15% by mapping patient journeys, care processes, and provider workflows to identify barriers and improve service delivery.
- Led digital experiences for SelectHealth's 700,000+ members, simplifying enrollment, service, and care-management journeys across the member lifecycle.

EDUCATION

M.S. Genetics (Teratology) – Brigham Young University, 2000

PATENTS/RECOGNITION

- Patent (US 09164609) for managing the external sensory information of a mobile device, cited by Google, Sony, and Samsung.
- Completed FINRA's year-long executive training/mentorship program (2024)

DOMAIN EXPERTISE & TOOLS

- **Industry Expertise:** Healthcare & Life Sciences • Financial Services & Regulation • B2B Commerce • AI-Enabled Products
- **AI-Native Product Development:** Claude Code • Claude • Gemini • Stately • Agentic Workflows • Lovable • ChatGPT • Figma