

James Bowman

UX Leader | Product Design Manager | Team Leadership

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EXPERIENCE

User Experience Manager

Highmark Health

06/2024 - 02/2026 | Charlottesville, VA

- Design manager and people leader for a 9-17 person team of UX researchers, UX designers, UX writers, and digital design producers within Highmark Health's Research & Design organization, delivering member and provider-facing products that improved access to care
- Guided end-to-end product design for a provider-facing application, partnering across functions to shape product direction and improve patient outcomes while supporting value-based reimbursement goals
- Directed product design for a supplemental data application, helping define workflows and deliver a more intuitive provider experience for complex data capture and review
- Collaborated in the implementation of a shared design system across multiple provider applications, increasing UX design productivity by 30%
- Established a cohesive global identity harmonized with member-facing experiences, improving usability by 20% resulting from user interviews and heuristic testing

UX Manager

TEKsystems

12/2023 - 06/2024 | Charlottesville, VA

- Contractor with Highmark Health to lead a team of 9 creative professionals in the design, testing, and delivery of digital user experiences matched with Highmark Health's strategic roadmap
- Ensured cohesive, customer-centric experiences across web, mobile, and other digital channels aligned with Highmark Health's strategic roadmap
- Solved member and provider care-access issues in the mobile app through focused design leadership and delivery

Senior UX Manager

Optum

07/2022 - 05/2023 | Alexandria, VA

- Directed a 40-person team of designers, analysts, and architects driving end-to-end product design across front- and back-end pharmacy network applications at Optum (formerly Change Healthcare)
- Drove 67% faster stakeholder approvals via cross-functional design process, enabling focus on high-value requirements analysis
- Reduced form errors by 40% across pharmacy network apps, enhancing accuracy and user trust
- Managed 40+ designers/analysts, fostering skill growth and high performance
- Aligned experience design, business goals, and architectural standards with stakeholders to strengthen enterprise consistency

Product Design Manager

Cotiviti

08/2018 - 07/2022 | Richmond, VA

- Supervised the design and development of a new retail software data analytics platform for a top-10 US retailer, generating over \$23 million in annual average savings by providing proactive solutions for payment accuracy issues
- Built and mentored a high-performing team of 4, strengthening design operations and Figma-based workflows to support faster product delivery
- Championed human-centered design across the SDLC, partnering with cross-functional teams in multiple regions to shape product decisions and delivery

SUMMARY

UX leader and people manager with 13 years of experience building and scaling digital products, leading multidisciplinary design teams, and translating ambiguous problems into clear product direction. I've led UX strategy, end-to-end product design, and cross-functional delivery across healthcare, analytics, and education-related experiences, with measurable results including 40% fewer application form errors, 30% higher designer productivity, and \$23M in annual savings on a product first year launch. I bring strength in product strategy, systems thinking, mentorship, and collaboration with Product and Engineering. Seeking a UX leadership or Product Design Manager role where I can lead high-performing teams, shape product direction, and build thoughtful digital experiences at scale.

KEY ACHIEVEMENTS



Error Reduction Success

Reduced pharmacy network application form errors by 40%, increasing user accuracy and trust



Design System Implementation

Improved UX designer productivity by 30% with a shared design system



Retail Savings Initiative

Achieved \$23M first year savings for a top-10 retailer through a new analytics platform



E-commerce Engagement Boost

Boosted user engagement by 25% across migrated e-commerce websites

SKILLS

Team Management

People Management

User Experience

Cross-team Collaboration

Cross Functional Relationships

Team Building

Virtual Teams

Design Thinking

User-centered Design

Usability

Software Design

Product Design

Figma (Software)

E-commerce

Agile Methodologies

InVision

Adobe Creative Suite

WordPress

Workload Prioritization

CERTIFICATIONS

Certified Usability Analyst

Human Factors International

EXPERIENCE

Senior UX Designer

Signature Consultants

📅 02/2018 - 08/2018 📍 Richmond, VA

- Contractor with Cotiviti to create UX wireframes, mockups, and prototypes, resulting in upgraded user workflow efficiency and a cohesive global brand identity across multiple Cotiviti data analytics applications
- Produced digital design for new and existing products, creating consistent layouts, visual patterns, and interface standards across multiple data analytics applications
- Applied user-centered design principles across the product development lifecycle in close partnership with product and engineering teams

UX Consulting and Team Management

Freelancer

📅 10/2016 - 01/2018 📍 Richmond, VA

- Improved user engagement by 15% by designing UX for 3 secure front-end environments
- A/B testing enhancements I developed increased user engagement by 15%-30%

Digital Team Lead

UDig

📅 02/2017 - 03/2017 📍 Richmond, VA

- Led delivery oversight for 3 website projects across the full web development lifecycle in partnership with the Enterprise Manager
- Performance monitoring and analysis (leading to actionable improvement recommendations)
- Oversaw development and deployment of e-commerce applications and web services

Manager, Web and Application Services

Colonial Williamsburg Foundation

📅 05/2014 - 10/2016 📍 Williamsburg, VA

- Provided direct UX oversight for the development and release of 'The Idea of America,' a standards-aligned web-based supplemental education application used nationwide in school district history curricula
- Successfully coached high-performing project and design team of 8, contributing significantly to the CW Foundation's Education division
- Partnered with the PMO on product and program initiatives, helping define objectives, manage scope, and coordinate third-party vendors
- Improved interdepartmental processes through analysis, recommendations, and new initiatives, reducing steps needed to complete development tasks

Productions Manager

Aquent Talent

📅 10/2013 - 05/2014 📍 Williamsburg, VA

- Contractor with Colonial Williamsburg to provide oversight to all aspects of departmental planning, production, and administrative support
- Involved in scheduling, processing, and trafficking of creative and digital projects in CW Education division

EDUCATION

History

John Tyler Community College

📍 Richmond, United States