

# James Cabrera

Designer, Digital Products

## EXPERIENCE

### Refinery29

FEB 2015 - PRESENT

#### Senior Product Designer

- Designs, architects, prototypes, and proposes new platform features.
- Explores potential new platform initiatives.
- Designs, prototypes, produces, and develops one-off story templates and landing pages.
- Designs, Defines, and Prototypes mobile app concepts.
- Explores new tools and vendor software for opportunities to streamline and manage bespoke templates.
- Works with Software Engineers, Art Directors, Illustrators, 3D Artists, Editorial, and Social team to produce interactive content

### Say Media

SEP 2013 - JAN 2015

#### Visual Designer II

- Co-designed, defined, managed, the skinning system behind the Tempest Content Platform.
- Designed and defined the UI for new product features. Both user-facing and editor-facing.
- Designed quarterly marketing pages promoting brand partnerships and company initiatives.
- Worked with Software Engineers, UX/UI Designers, and Editors to push new features for approval.
- Helped to navigate the launch and on-boarding of the first 25 brands onto the Tempest Platform.

### Foot Locker, Inc

JAN 2011 - SEP 2013

#### Senior Web Designer, CCS Brand

- Designed web site marketing graphics on a weekly basis
- Designed promotional e-mail newsletters 3-5 times per week.
- Designed IAB ad banners, print magazine spreads, and physical tags for private label clothing.
- Helped Creative Director to define seasonal visual campaigns and themes.
- Helped to direct and guide styling for transition from flat product shots to on-figure product shots.
- Managed freelancers, interns, and junior designers to produce a high volume of marketing graphics weekly.

## TALKS & PANELS

### Voice: The Invisible UI Nobody Speaks About

SXSW 2017

### Designing Refinery29's First Mobile App, ThisAM

World Usability Day Rome 2016  
ConveyUX 2017

### When Content Is Bae

Big Design Conference '16

### Please Recycle: How I Learned to Design Products

Form Function & Class 6

### The Science Behind Modular Design Strategy

Future Insights Live '15

## EDUCATION

### SUNY Stony Brook

B.S. Mathematics w/ Physics minor

Cumulative GPA: 3.38

**Notable Courses:** Foundations of Analysis, Applied Complex Analysis, Applied Algebra, Geometric Structures, Computer-Assisted Math Problem-Solving, Linear Algebra, Waves & Optics, Mechanics, Thermodynamics and Statistical Mechanics, Electromagnetic Theory, Electronics and Instrumentation.