

James McCleary

UXMC · Senior Product Designer & UX Leader

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PROFILE

Senior Product Designer and UX leader with 13+ years at The Walt Disney Company, operating at the intersection of interaction design, product strategy, and AI. I bring end-to-end design ownership — from user research, wireframes, and high-fidelity prototypes through design systems, roadmaps, and cross-functional delivery. UX Master Certified by the Nielsen Norman Group. 3 internationally registered design patents. Currently architecting AI-powered tools and workflows at Disney Entertainment as AI implementation lead for enterprise workflows.

SKILLS & TOOLS

- Interaction Design
- User Research
- Wireframing
- Figma · Sketch · Adobe XD
- Notion · GitHub Copilot · Cursor AI
- Agile · JIRA · Confluence
- Design Systems
- Usability Testing
- Hi-Fi Prototyping
- After Effects · Illustrator · Photoshop
- Generative AI · Prompt Engineering
- WCAG / Accessibility
- Information Architecture
- Journey Mapping
- Storyboarding
- Framer · Zeplin · Miro
- HTML · CSS · JavaScript

EXPERIENCE

Manager, Technology — Visual Communications | Mar 2020 – Present

Disney Entertainment · Burbank, CA

Senior Product Designer · UX Lead · AI Consultant

- Led end-to-end UX and interaction design for Disney Entertainment press platforms — ABC, Hulu, and National Geographic — defining design vision, leading design reviews, and driving cross-functional execution with engineering and product teams
- Served as AI consultant for Strategic Communications — identifying workflow friction points and delivering vibe-coded tools, NotebookLM workflows, and AWS automations (S3, Lambda, DynamoDB, EC2); managed IAM key management and third-party API integrations (Nomad, Bitmovin, Comcast MPX)
- Developed AI-powered media management tool using computer vision and facial recognition — relational actor-to-title system enabling automatic talent identification in episode images
- Spearheaded large-scale Hulu Originals and National Geographic press site migrations — normalizing metadata standards across 6 Disney brands onto a unified platform
- Led change management for platform migrations — stakeholder communications, documentation, and training sessions for smooth adoption
- Defined and tracked KPIs: video impressions, plays, downloads, image engagement, and data pipeline throughput
- Conducted competitive analysis of competitor platforms; produced Feature Comparison Matrices to inform design and product decisions

Specialist — UX / Product Designer · Product Owner | Oct 2012 – Mar 2020

Disney Entertainment · Disney Media Distribution · Strategic Communications · Burbank, CA

- Led UX and design for DisneyMediaDistribution.tv — WordPress/Laravel international marketing asset platform housing Key Art, Episodic Images, Unit Photography, promos, trailers, soundbites, and B-roll
- Designed custom AMS SaaS tool interfacing with ThePlatform and Comcast MPX — eliminating manual copy/paste with customizable digital rights metadata for domestic and global distribution windows
- Produced wireframes, hi-fi mockups, interactive and motion graphic prototypes using Figma, Adobe XD, Sketch, Photoshop, Illustrator, and After Effects
- Created user stories, journey maps, and UX specifications; facilitated user interviews to define product requirements
- Built front-end for international sales microsites (HTML5, JavaScript, jQuery) and hybrid iOS/web licensee sales application shipped via App Store

- Led UX and design for DMD Screening Room — iOS and Android video screening app — shipped via App Store with third-party dev teams
- Ensured all web properties met WCAG accessibility standards

Specialist — User Experience Designer | Aug 2011 – Oct 2012

Karl Storz Imaging · Goleta, CA

- End-to-end UX design for modular endoscopic imaging systems — user stories, personas, wireframes, mockups, prototypes, and usability testing
- Designed dashboards, on-screen menus, and a modular design system including icons, cards, and style guides resulting in 3 US and EU design patents
- Researched and obtained international medical device standards from the ISO secretariat in the EU — including warning label specifications (color, iconography, formatting) — collaborating with compliance officers to ensure designs met global regulatory requirements
- Led front-end web development for Karl Storz Optronics business website; established video distribution workflows including publishing to YouTube

Technical Coordinator / UX/UI Designer | Feb 2011 – Jul 2011

Deluxe Digital Studios · Burbank, CA

- Designed Despicable Me iOS game — shipped via App Store with third-party dev teams
- Partnered with product managers to map interactive flows using experience mapping, user flows, and wireframing; coded interactive elements across designer/engineer teams
- Authored PRDs and product specs for interactive media deliverables; managed full video pipeline from studio asset acquisition through distribution

Motion Artist / UX/UI Designer | Jun 2006 – Feb 2011

Deluxe Digital Studios · Burbank, CA

- Designed consumer-facing interactive video products — Blu-ray remote iOS app, PocketBlu second-screen app (Fast & Furious) — shipped via App Store
- Owned interaction and motion design for interactive Blu-ray and DVD experiences — wireframes, prototypes, and high-fidelity deliverables
- Implemented localized UI text for international markets; programmed JavaScript expressions for animation and Java scripts for After Effects media processing (3:2 pulldown)

Part-time Instructor — Visual Design & UX/UI | 2018 – 2019

General Assembly · UCLA Extension · Los Angeles, CA

- Taught Visual Design and Photoshop at General Assembly; instructional staff for UX/UI Boot Camp at UCLA Extension

EDUCATION

Associate of Applied Science — Television & Video Production | 2002 – 2004

Hennepin Technical College

CERTIFICATIONS

- UX Master Certification — NN/g (2019)
- Google Generative AI Leader (2025)
- AWS Generative AI Applications (2025)
- Google Prompting Essentials (2025)
- Google AI & Agile Essentials (2025)
- IxDF AI-Powered UX Design (2023)
- IxDF Mobile UX Strategy (2023)
- AI Introduction — LinkedIn (2024)
- UX Foundations: Research — LinkedIn

PATENTS

USD745022S1 Imaging System Display Screen with Graphical User Interface · North America · Issued Dec 2015

US20140187856A1 Control System for Modular Imaging Device · North America · Filed 2013

EP2775413A3 Control System for Modular Imaging Device · Europe · Filed 2013