



JAMES BUSCHER

SENIOR PRODUCT DESIGNER

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ABOUT

Senior product designer with over 10 years leading end-to-end mobile and web experiences. Delivered a collaborative SaaS platform that boosted perceived usefulness by 22%, led UX for a consumer-facing outdoor recreation site generating \$4M first-day sales, designed and shipped a mobile skateboarding app in under 1 month using Figma and AI-augmented workflows for rapid prototyping and iteration. Built scalable design systems to drive cohesive, user-centered solutions.

SKILLS AND TOOLS

UX Design | User Research | Usability Testing | Information Architecture | User Flows | Interaction Design | Data-Informed Design | UI Design | Visual Design | Wireframing & Prototyping | Figma | Design System Implementation & Evolution | AI-Integrated Build Process | Product Design | User-Focused Solutions | iOS Native Application Design | Website Design | Cross-functional Collaboration

WORK EXPERIENCE

Senior Product Designer

Brikit/Tabjay | SaaS Collaborative Tool Startup | 2021 - 2026

- Led end-to-end product design of a collaborative education SaaS platform, using Figma, wireframing, and hi-fi prototypes to conduct user research from concept to a successful product launch and through ongoing adoption.
- Crafted intuitive interaction design and production-ready UI that eliminated the need for onboarding screens.
- Implemented UX research and translated insights into data-driven designs with 100% benefit recognition.
- Built an accessible design system, creating reusable components that boosted perceived usefulness by 22%.

UX/UI Designer and Creative Consultant

Overstory | Freelance | 2015 - Present

- Designed and shipped a unique mobile skateboarding progression app in under a month, using an AI-integrated build process, based on a design system and flows established in Figma.
- Designed and delivered end-to-end UX/UI solutions and conducted 0-1 concept explorations, using Figma for web products and iOS Native applications, resulting in clearer user flows and higher stakeholder approval.
- Led UI and UX design exploration for clients across multiple industries, using AI-integrated build processes.

UX/UI Designer

Montana State Parks | Government Agency | 2020 - 2021

- Led UX research and design for a large-scale public-facing website across mobile and desktop, improving usability, discoverability, and task completion, resulting in \$4,000,000 first day sales, a 100% improvement.
- Conducted usability testing, stakeholder interviews, and user workshops with Figma prototypes and affinity mapping to identify pain points, resulting in clearer navigation, higher user satisfaction, and fewer task errors.
- Collaborated with cross-functional team to translate user-centered solutions into production-ready visual designs which accelerated the launch timeline and improved release quality.

UI/UX Designer and Communication Strategist

Zero to Five | Early-Childhood Education Non-profit | 2018 - 2020

- Led end-to-end product design and visual design for a parent and early-childhood education product, including research, visual design, and foundational design system components that helped secure \$5mil in funding.
- Planned and facilitated user testing sessions with parents, educators, and advocates, using findings to drive iterative prototyping & evidence-based design decisions to improve systemic supports for children and families.
- Established and presented an organization-wide design strategy grounded in human-centered principles.