

# James Hafner

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Austin, TX

Strategic UX Executive with 10+ years leading high-performing design teams that drive measurable business outcomes. I've scaled organizations across B2B and B2C environments, transforming complex challenges into revenue-generating solutions. My leadership centers on developing talent, fostering cross-functional collaboration, and aligning design strategies with business objectives.

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## EXPERIENCE

### **INDEED - Director of User Experience**

*Jun 2022 - May 2026*

Promoted twice to lead UX across Indeed's core business verticals on both sides of the marketplace. Currently the Head of UX for Sourcing and Talent Scout.

- Lead UX strategy and scaled international design teams across 4 business units (Job Discovery, Matching, Sourcing, Employer Journey) serving 300+ million users annually.
- Shipped two zero-to-one AI-powered products to millions of employers: AI Sourcing (automated candidate sourcing) and Talent Scout (employer AI assistant), reducing time-to-hire by an average of 6 days.
- Delivered 9.8% lift to Sourcing revenue in FY24 through user-centered product improvements, new market expansion, and new product launches.
- Coordinate UX strategy and craft direction across a 16-person org spanning design, research, and content design on Indeed's AI employer products.

### **INDEED - UX Design Manager, Job Discovery**

*Feb 2020 - Jun 2022*

Responsible for the UX of two of the highest-trafficked job seeker surfaces on Indeed.com.

- Directed a product feature that led to a 20% lift in world-wide job seeker account growth.
- Directed the design and roll-out of the homepage Job Feed, improving relevant job delivery outcomes by 41% and providing a significant lift to sponsored job revenue.
- Doubled the size of my team and revamped the UX hiring process for the Job Seeker GM.

### **MEDICI TECHNOLOGIES - Creative Director**

*Jan 2019 - Dec 2019*

Rebuilt and led the design team, and worked alongside executives on product and business strategy. I helped design patent-pending innovations in healthcare tech.

- Designed, co-wrote, and created collateral that the CEO used to raise \$23M.
- Retooled processes and renegotiated software contracts, reducing UX costs by 98% while improving collaboration.
- Led the creation of the design system for the iOS, Android, and web applications.

### **CHIRON HEALTH - Creative Director**

*Oct 2016 - Dec 2018*

Player/coach responsible for UX/IA Design and partnering on product strategy.

- Designed and built a greenfield product prototype that the CEO used for Series A talks. Ultimately led to company's acquisition by Medici Technologies.
- Redesigned a key product experience improving appointment completion rates from 80% to 98%.

### **ROCKET MOBILE / TIMEBOMB - Product Design Manager**

*July 2012 - Jan 2016*

Player/coach partnering with the team on product strategy and UX. We designed and built apps that were #1 in the app store for clients such as Ellen DeGeneres, Katy Perry, WB, and DreamWorks.

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## EDUCATION

**BA in ELECTRONIC ARTS**  
2001 - 2005

**Missouri State University**  
Springfield, MO