

RICHARD HORTON

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EXECUTIVE PROFILE

Product Designer – Product Manager – Creative Director

Hands-on product professional. Comfortable with all aspects of design and creative management.

Skills

- UX, UI & Prototype Design
- User Stories, Functional Requirements
- Feature Prioritization & Roadmaps
- Conversion Funnel Optimization
- A/B Testing, User Testing
- Project Management (Agile/Waterfall)

Professional Highlights

- Company-wide Product Manager of UX & UI for mobile and web.
- Sole Product Manager for mobile launch of MyATP, the official men's tennis app.
- Built a 15 person art department with a complete vertical from design to sales.
- Optimized users' path to purchase through focus groups and usability testing.
- Designed enterprise software admin platform while working as PM.
- Created successful online ad campaigns in their entirety from concept to delivery.
- Wrote copy for Samsung, Cinemax, Salon, LA Downtown News, and others.

SELECTED EXPERIENCE

PRODUCT MANAGER • January 2015 – December 2017

Vixlet

I was asked to join the newly created product department of this social media platform, helping users connect through shared passions.

- Company-wide Product Manager of UX & UI for mobile and web.
- Earlier served as Product Manager for all web properties and internal tools (launches include Major League Baseball, Liverpool Football Club, LA Kings, ATP, Slipknot, etc.).
- Sole Product Manager for the mobile launch of MyATP, the official social media outlet of men's tennis.
- Provided UX and UI design for mobile, responsive web & internal administration platform.
- Worked in an Agile environment, using Confluence & JIRA.

CREATIVE DIRECTOR • June 2013 – July 2014

MobLab

This educational games startup hired me to lead the company's design team and improve the user experience of their web console and games. We developed over a dozen new games and improved existing ones for iOS, Android and web browsers simultaneously.

- Worked hand in hand with the engineering team to improve UX through focus groups and user testing.
- Used latest design tools to create new games and console improvements.
- Created or art directed all promotional paraphernalia, including videos, animated demos, banners, postcards, etc.

CONSULTANT • July 2006 – May 2013

I provided services for various end-clients including: Obama For America 2012, Campfire (for Cinemax), Usability Pro, N.V. Perricone Cosmeceuticals, The Honest Company, PeopleMedia (Match.com) and others. Created entire ad campaigns from concept to delivery.

CREATIVE DIRECTOR • May 2001 – June 2006

ALENA (A FOX Interactive Media company)

I began as Creative Services Director and became Creative Director of its product marketing arm, Alena. Here, I built a team of 15 designers and copywriters who would brand new products, design packaging for them and sell them online. One of our products, Hydroderm, became the best performing direct marketed cosmeceutical in its field. Over the course of my tenure Alena twice doubled in size and profitability.

- Optimized the user's path to purchase and organized focus groups and usability testing.
- Extensive website & graphic design, packaging design and copywriting.
- Managed large-scale projects, employee reviews and departmental budgeting.
- Met regularly with heads of Marketing, Sales, CRM, and the President to strategize brand development and LTV enhancement.
- Wrote feature articles, tests and quizzes.

CLIENTS INCLUDE

Activision, La Agencia del Orci, Al & Ed's Autosound, Arroyo & Coates, The Braille Institute, Christopher Columbus Society, Commuter Transportation Services, Dealfun.com, DDB Needham, eUniverse, Fox Night at the Movies, Harlequin Romance, HealthNet, Huerta Design, Hughes Aircraft, Hydroderm, Jackie Robinson Center, IBM, LA Theater Center, LA Downtown News, Leisure Publications, Marx Advertising, Metrolink, Napster, Nestle, Palm Computing, Physical Optics Corporation, QSA, Sanyo, Salon.com, Slots.com, Soisson Murphy, Sun computers, Tamayo Miyares, University of Southern California, United Talent Agency.

EDUCATION

B.F.A., UNIVERSITY OF SOUTHERN CALIFORNIA, School of Cinema.
User Experience Design, UCLA Extension

COMPUTER SKILLS:

Sketch, Zeplin, Invision, Adobe Creative Suite, JIRA, Confluence, Axure, Balsamiq, AfterEffects, FinalCut, Sublime Text 2 and other programs.

- Knowledge of Javascript, CSS, Laravel, Vue.js, Actionscript 2 & 3
- Quarterfinalist in Amazon's Great American Novel contest (should have won)
- Am unsurpassed in the creation of margaritas

Portfolio:

Hypnoid.com