

James McCleary

UXMC · Product Manager, Experience & Design

Los Angeles, California | jamesmccleary.com | linkedin.com/in/jamesmccleary

PROFILE

Product Manager and UX leader with 13+ years at The Walt Disney Company, operating at the intersection of product strategy, interaction design, and AI. I own products end-to-end — from user research, wireframes, and high-fidelity prototypes through PRDs, roadmaps, and cross-functional delivery. UX Master Certified by the Nielsen Norman Group. Holds 3 US and EU interface design patents. Currently architecting AI-powered tools and workflows at Disney Entertainment Television, serving as AI consultant and vibe coding implementer for enterprise workflows.

SKILLS & TOOLS

- Product Management & Roadmaps
- User Research & Usability Testing
- AI / LLMs · Generative AI · RAG
- After Effects · Motion Graphics
- WCAG / Accessibility Standards
- OKRs · Agile · JIRA · Confluence
- Interaction & UX Design
- PRDs · User Stories · Journey Maps
- Vibe Coding · Prompt Engineering
- HTML · CSS · JavaScript · jQuery
- Content Platforms & Distribution
- Vendor Management · SLAs · SOWs
- Design Systems & Prototyping
- Wireframes · Hi-Fi Mockups
- Figma · Sketch · Adobe XD · InVision
- AWS (S3, EC2, Lambda, DynamoDB)
- DRM · Metadata · Video Pipeline
- P&L · Contracts · Change Management

EXPERIENCE

Manager, Technology — Visual Communications | Mar 2020 – Present

Disney Entertainment · Burbank, CA

Product Manager · UX Lead · AI Consultant

- Led product strategy and UX for Disney Entertainment Television press platforms — ABC, Hulu, and National Geographic — owning roadmaps, PRDs, user research, design, and cross-functional execution
- Served as AI consultant for Strategic Communications — identifying 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 Hulu Originals press site migration: 215 titles, 312 seasons, 2,407 episodes, 32,733 images, 318 videos; led NatGeo press site migration normalizing metadata across 6 Disney brands
- 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 roadmap decisions

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

Walt Disney Television · Disney Media Distribution · Burbank, CA

- Product Owner 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, Prototype.io, InVision, 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
- Managed DMD Screening Room — iOS and Android video screening app — shipped via App Store with third-party dev teams
- Managed vendor relationships with Comcast Technical Services, ThePlatform, Brave New Media, Crowd Favorite, and New Media Hollywood — SLAs, SOWs, and change orders
- Ensured all web properties met WCAG accessibility standards

Specialist — UX Designer | Aug 2011 – Oct 2012

Karl Storz Imaging · Goleta, CA

- End-to-end UX product ownership for modular endoscopic imaging systems — user stories, personas, wireframes, mockups, prototypes, and usability testing
- Defined OKRs with engineering, compliance, and executive stakeholders; led front-end development for Optronics business website
- Shipped modular design system (dashboards, icons, cards, style guides) resulting in 3 US and EU design patents

Motion Artist / UX Designer · Technical Coordinator / UX Designer | Jun 2006 – Jul 2011

Deluxe Digital Studios (formerly Drissi Multimedia) · Hollywood, CA / Burbank, CA

- Designed consumer-facing interactive video products — Blu-ray remote iOS app, Despicable Me iOS game, PocketBlu second-screen app (Fast & Furious) — shipped via App Store
- Authored PRDs and specs; mapped interactive flows with PMs using experience mapping, user flows, and wireframing; coded interactive elements with design and engineering teams
- Implemented localized UI text for international markets; programmed JavaScript expressions for animation and Java scripts for After Effects media processing

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

UX Master Certification | 2017 – 2019

Nielsen Norman Group · Interaction Design, Mobile Design, UX Management · Credential #1019011

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

Hennepin Technical College

AI & UX CERTIFICATIONS

- 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)
- Intro to Artificial Intelligence — LinkedIn (2024)
- UX Foundations: Research — LinkedIn (2018)
- Sketch for UX Design — LinkedIn (2018)

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