



## James Taylor Stables

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*(willing & able to relocate anywhere at own expense)*

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A Senior Product Designer with a focus on UI and a proven mastery of UX Design & Research.

I have more than 15 years of professional experience working with cross-functional design & development teams under the agile process.

### Work Experience

#### Dunelm E-Commerce (Home Soft Furnishings)

Jun 2024 - Present

CONTRACT SR PRODUCT DESIGNER

Lead the design strategy and execution for Dunelm's e-commerce platform, focusing on improving the online shopping experience for Made to Measure furnishings.

- Designed, researched and implemented scalable design solutions to address user pain points and business goals.
- Collaborated with cross-functional teams to align design vision with technological capabilities and product objectives.
- Conducted A/B & Multivariate usability studies to inform design decisions, ensuring customer-centric outcomes.

#### Coradine Aviation FSP (Aviation Software) - Portland, OR

Jan 2021 - Jun 2024

LEAD PRODUCT DESIGNER

Directed UX and UI design efforts for a suite of B2C digital pilot logbook applications across multiple platforms, improving user engagement and subscription rates.

- Created a multi-platform Design System with 100% company-wide adoption.
- Spearheaded regular feature releases, driving monthly and yearly increases in app subscriptions.
- Led UX/UI design improvements across iOS, macOS, watchOS, iPadOS, and Web apps, boosting App Store ratings by 0.5 stars to 4.7 with 8.8k additional reviews over 2 years.
- Conducted user experience interviews and facilitated workshops, reducing repeat customer queries by 35%, overall support volume by 20%, and avg response times from 16 to 9.5 hours.

## **The Walt Disney Studios - Los Angeles, CA**

Jan 2019 - Jan 2021

**SENIOR UX DESIGNER**

Designed internal tools and high-profile applications for the Creative Executive Document Repository, enhancing operational efficiency and user satisfaction.

- Led UX design for tablet and web-based SaaS tools, delivering impactful solutions for internal stakeholders.
- Evangelized UX design principles in stakeholder workshops to align on project vision and execution.
- Created wireframes, prototypes, and data-driven research to solve complex business challenges.

## **Moovel North America Mercedes (Public Transit) - Portland, OR**

Nov 2017 - Jan 2019

**SENIOR UX PRODUCT DESIGNER**

Directed UX design for a national public transit app, improving accessibility and customer satisfaction across the U.S.

- Led the design and research for a major mobile public transit application, delivering scalable and user-friendly solutions.
- Mentored a Junior UX Designer, fostering skill development and team collaboration.
- Facilitated usability studies and workshops to refine designs and align with business goals.

## **Digital Karma (Design Studio) - Los Angeles, CA**

Sept 2015 - Nov 2017

**SENIOR UX DESIGNER**

Designed and optimized mobile and web applications for B2C platforms, driving user engagement and client satisfaction.

- Led UX and UI design for various mobile and web projects, aligning with client goals and user expectations.
- Mentored four Junior UX Designers, providing guidance on design strategy and execution.
- Conducted usability studies and agile workflows to ensure high-quality deliverables.

## **General Assembly (UXD School) - Los Angeles, CA**

Oct 2014 - Sept 2015

**ASSISTANT INSTRUCTOR**

Supported the Instructor of the UX Design Immersive program, coaching students and facilitating workshops to prepare them for the industry.

- Boosted student employment rates by 10%, achieving a 90% success rate post-program.
- Provided direct student coaching and expert advice to enhance design outcomes.
- Assisted in UX workshops for Product Owners and Entrepreneurs, fostering practical design skills.

## Education

### AJ & Smart (Design Sprint Education) - London, UK

Graduated: 2019

CERTIFICATE IN DESIGN SPRINT MASTERCLASS

### General Assembly (UXD School) - Los Angeles, CA

Graduated: 2014

CERTIFICATE IN USER EXPERIENCE DESIGN

### Edith Cowan University - Perth, Australia

Graduated: 2001

BACHELOR OF SCIENCE OF COMPUTER SCIENCE

## Professional Skills

### Tools

- Figma, Adobe CC, Miro, FigJam, Principle, Azure RP, Jira & Confluence

### UX Design Process

- A/B & multivariate testing, User research, interviewing & testing
- Design System creation, collaboration & maintenance
- Facilitating Design Sprint workshops

### UI Design & Coding

- iOS, Android, SaaS, Responsive web design, HTML, CSS & JavaScript

## Featured Project

### LogTen Pilot Logbook Software (Apple Ecosystem) - Portland, OR

LEAD PRODUCT DESIGNER

The world's most popular and complete logbook software used by over 150k pilots worldwide. Directed UX and UI design efforts for a suite of B2C digital pilot logbook applications across multiple platforms, improving user engagement and subscription rates.

[View Case Study](#)