James Taylor Stables

415-806-0817 · Portland, Oregon, USA (Willing to relocate) · james@antistandard.com
<https://www.linkedin.com/in/jamesstables> · [www.antistandard.com](http://www.antistandard.com)

Senior UX/Product Designer

User Research | Design Systems | Collaboration with Management & Engineering

Leveraging vast experience in Product and UX design, I specialize in creating scalable design systems, cross-platform experiences, and data-driven solutions, effectively bridging design and development to address complex user and business needs, including optimizing usability in high-complexity systems such as SaaS and mobile apps.

Rather than simply following a UX Design process script, I fit the right task to the specific outcome I am trying to achieve. This comes from co-instructing General Assembly’s UX Design program and working for many start-up to large scale companies in various industries.

My greatest accomplishment as a Lead Product Designer has been to scale a simple native Aviation app to an entire ecosystem for Pilot careers that increased user retention and acquisition whilst boosting sales and revenue consistently MoM/YoY.

WORK EXPERIENCE

Dunelm E-Commerce Home Soft Furnishings – London, UK 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 home soft furnishings.

* Designed 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/Flight Schedule Pro – 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 average 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 (Daimler Mercedes) – 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 – 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 – 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 - London, UK 2019

Certificate in Design Sprint Masterclass

General Assembly - Los Angeles, CA 2014

Certificate in User Experience Design

Edith Cowan University - Perth, Australia 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 Projects

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

Moovel Transit Ticketing App - Portland, OR

Lead UX Designer & Mentor

Owned by Diamler Mercedes, Rider App allows transit agencies to brand our white label app to allow customers to purchase tickets, plan and navigate their journeys.

[View Case Study](https://www.antistandard.com/featured/index.html)