# James Taylor Stables

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Portland OR (open to relocation)

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Current Role: Senior Product Designer at Virgin Atlantic.

As a Senior UX / Product Designer I've spent the last ten years focusing on sales conversion, reducing product friction & building scalable Design Systems for Disney, Dunelm & Canon.

I co-instructed the UX Design program at General Assembly and mentored junior designers for Mercedes.

## Work Experience

### Dunelm E-Commerce, London UK

Jun 2024 - Present

**CONTRACT SENIOR PRODUCT DESIGNER**

- Led UX Design for web and mobile consumer platform experiences
- Delivered high-conversion in-app purchase funnels for Made to Measure, PLP, PDP, SRP, Basket and Checkout
- Qual and Quant data driven proposals for funded experiments aimed at reducing major business costs & increasing Average Order Value
- A/B & Multivariate testing
- Prototyped dynamic experiences with Figma for Moderated Usability Studies
- Designed a multi team scalable Design System
- Data Analysis using Google Analytics & ContentSquare to create and validate assumptions to influence the roadmap with big data, heat maps, screen recordings and journey analysis.

### Flight Schedule Pro Aviation Software, Portland OR

Jan 2021 - Jun 2024

**LEAD PRODUCT DESIGNER**

- Created a multi-platform Design System with 100% company wide adoption for a Digital pilot logbook
- Ramped up regular feature releases increasing subscription revenue MoM and YoY
- Lead UX and UI Design for iOS, macOS, watchOS, iPadOS & SaaS Web apps
- Leveraged Ai to personalize and simplify post flight data
- Conducted User Experience Interviews & Facilitated Workshops that decreased:
  - customer support repeat queries by 35%
  - support volumes by 20% and
  - response times from 16hrs to 9.5hrs (on average).

### The Walt Disney Studios, Los Angeles CA

Jan 2019 - Jan 2021

**SENIOR UX DESIGNER**

- Lead UX Designer on high profile internal tablet & web projects for Creative Executives
- Aligned stakeholders by facilitating project kick-off discovery & knowledge sharing meetings
- Attended & held Agile Sprint Planning, Backlog Grooming and sprinted with developers 2 weeks ahead
- Provided solutions to business challenges using wireframes, prototypes, quantitative and qualitative user research
- Built large scale enterprise prototypes in Axure to simulate front and backend functions.

### Moovel North America Mercedes, Portland OR

Nov 2017 - Jan 2019

**LEAD UX PRODUCT DESIGNER**

- Lead UX Design on a major national US white label mobile public transit app owned and backed by Mercedes
- Mentored a Junior UX Designer for 2 years
- Organized & held Usability Studies, Workshops, Interviews and Internal company design reviews
- Held a weekly design team workshop where new ideas & strategies could be reviewed and critiqued.

### Digital Karma Design Studio, Los Angeles CA

Sept 2015 - Nov 2017

**LEAD UX DESIGNER**

- Lead UX & UI Design on many varied verticals for mobile & web projects
- Attended and held client meetings, workshops & presentations
- Conducted customer Usability Studies & Interviews to identify opportunities and painpoints
- Mentored 4 junior UX Designers
- Guided startups and founders to identify their business goals and value statement in order to define key objectives
- Worked in an Agile environment conducting morning stand-ups, sprint planning & backlog grooming.

### General Assembly UX Design School, Los Angeles CA

Oct 2014 - Sept 2015

**ASSISTANT INSTRUCTOR**

- Instructor's Assistant teaching UX Design to groups of 25 students every 10 weeks
- Student post-program employment increased 15% to a 95% success rate directly after each program
- Supported the students with expert advice, direct student coaching and creative inspiration
- Created and conducted workshops that taught specific UX Design skills such as: Wire-framing in Sketch & Omnigraffle, Prototyping in Axure/InVision, & Coding in HTML/CSS/jQuery
- Participated in 7 hour UX Bootcamp Workshops as an Instructor's Assistant to Product Owners and Entrepreneurs

**Education**

**AJ Smart Design Sprint Masterclass, London, UK**
Feb 2019 - Aug 2019
DESIGN SPRINT MASTERCLASS

**General Assembly, Los Angeles, CA**
Jan 2014 - May 2014
USER EXPERIENCE DESIGN

**Edith Cowan University, Perth, Australia**
Jan 1999 - Dec 2001
BACHELOR OF SCIENCE, COMPUTER SCIENCE

**Professional Skills**

## Tools

- Figma & FigJam
- Adobe CC
- Miro & Lucid Spark
- Claude, ChatGPT, Custom GPT, Cursor, Loveable
- Principle & Axure RP
- Jira & Confluence
- Google Analytics & Content Square
- Hotjar & UserTesting.com

## UX Design Process

- Facilitating Discovery, Design Sprint workshops
- Data Analysis
- User Interviewing
- Contextual Inquiry
- A/B & Multivariate Testing
- Usability Testing
- Design System creation collaboration & maintenance
- Agile Delivery