



Resume

James Taylor Stables

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Portfolio: www.antistandard.com/featured/

My main driver is the shared success we have of achieving goals that add value to a business & its customers. I thrive in teams that share a common passion for user-centered design & progressive technology.

Experience

Lead Product Designer at [Coradine Aviation](#)

Mar 2020 - Present · 3 yrs 7 mo

- I oversee all design and innovation aspects of Coradine's products and services, including Web, Mac, Watch and Mobile Application Interfaces.

This means that I specifically:

- Build and maintain Design Systems for iOS, macOS, watchOS and Web using Figma
- Conduct workshops with colleagues and customers to gain insight into user needs, pain points and feature requests remotely
- Have an understanding of the "Apple Human Interface Guidelines" and apply those best practices to all design decisions that impact Engineering efforts
- Design native iOS, macOS, watchOS and Web Design artifacts in Figma that satisfy marketing, business and engineering requirements
- Focus on innovation to form solutions to common customer pain points as well as attempt to clear obstacles from our user's workflow
- Present my work to stakeholders and receiving critique on design solutions, user research and data analysis

Contract Sr UX Designer at [XPO Logistics, Inc](#)

Nov 2019 - Mar 2020

- #180 in Forbes' Fortune 500
- Conducted Contextual Enquiry (Shadowing) with Long Haul and Less Than Load Truck Dispatchers to document pain-points, delights and daily routines in order to determine and analyze behavioral patterns.
- Created large scale, complex Azure prototypes for usability studies
- Conducted Design Sprints with Chief Officers in order to forge assumptions and hypotheses as well as facilitate trust and transparency into the full design process from upper management

{ 5 month gap included - Personal Time off, and re-location to the USA }

AJ & Smart Design Sprint Masterclass

Jan 2019

- Successfully completed the [AJ & Smart Design Sprint Masterclass](#).

Contract Sr UX Designer at [John Lewis Partnership](#), [Grapple](#) & Canon

Aug 2018 - May 2019

- John Lewis Ventures Team - Researched & Validated Home Delivery Service Proposals
- Grapple - Re designed an Responsive Web Energy Portal using the full UX process including: Extensive UX Research, User Interviewing, User Research Workshop Facilitation, Wire framing, Information Architecture, Content and Design Audit

Senior UX Product Designer at [Moovel North America](#) (Daimler Mercedes)

Nov 2016 - Dec 2017

- Lead UX Product Designer on a major mobile product while mentoring a Junior UX Designer
- Championed extensive research & analysis
- Organized & facilitated usability studies, workshops, interviews & internal company design reviews
- Held a weekly design team workshop where new ideas & strategies could be reviewed and critiqued

Senior UX at [Digital Karma](#)

Jun 2015 - Dec 2016

- Lead UX Designer on various native mobile & web projects
- Mentored Junior UX Designers by bridging the gap between graduate & professional
- Guided the client to define their business goals & value statement

Assistant Instructor at [General Assembly](#) (UX Design Immersive)

2015

- Instructor's Assistant teaching UX Design to groups of 25 students every 10 weeks
- Supported the students with expert advice, direct student coaching and creative inspiration
- Assisted in many 1 day UXD Workshops aimed at educating Product Owners & Entrepreneurs

Senior UX Designer at [The Walt Disney Studios](#)

2015

- #53 in Forbes' Fortune 500
- Lead UX Designer on high profile internal tablet & web projects
- Attended Agile Sprint Planning, Backlog Grooming and Iterative Design
- Provided solutions to business challenges using wireframes, prototypes & statistical user research

UI Designer & CSS/HTML (Various Digital Agencies including [Bam Creative](#), [ECU](#) & [Webfirm](#))

Dec 2001 - Jan 2014

- The skills that I learned and used during this time period shaped my future as an Experience Designer
- Information Architecture, Responsive Design, Teaching/Instructing & WCAG Compliance

[See all work experience](#)

Education

AJ & Smart, London (2019)

Design Sprint Masterclass

General Assembly, Los Angeles, USA (2014)

User Experience Design - 10 week immersive

British Columbia Institute of Technology, Vancouver, Canada (2013)

Associate Certificate of Graphic Design - Graphic Design

Edith Cowan University, Australia (1999 - 2001)

Bachelor of Science Degree - Multimedia (Coding, UI Design, Animation, Content Writing)

Skills & Expertise

Tools

Sketch, Adobe CC

Invision Studio, Flinto & Axure RP

Lucid Chart & OmniGraffle

UX Process

User Research, Interviewing & Testing

Design Sprint Workshops

Designing & Facilitating workshops

UI Design & Coding

Mobile Product Design

Responsive Web Design

HTML, CSS & jQuery

Publications

Why Should We Gamify Transit?

Discussing the future of urban mobility and smart cities

Rethinking the definition of 'Storytelling'

Are we really Story Telling or Story Creating?

[See all publications](#)