



# James Greenaway

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Senior Design Engineer specialising in AI-enhanced development and user-centred system architecture.

*I build scalable, thoughtfully designed products at the intersection of UX and engineering—passionate about understanding people's needs, both users and the teams who build for them.*

## EDUCATION & AWARDS

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<b>D&amp;AD Yellow Pencil</b> New Blood Award for Digital Interaction Design / BBC Mobius	Jun. 2013
<b>Awwwards Merit</b> Commendable Sites / Orbit marketing launch	Jan. 2017
<b>Google Training</b> Progressive Web App (PWA) 3 Day Workshop	Apr. 2018
<b>Ravensbourne University London</b> BA (Hons), Graphic & Interaction Design	Jun. 2013

## EXPERIENCE

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**Product Designer & Engineer** Nov. 2020 – Jun. 2025  
Cable / Automated Financial Crime Control Testing San Francisco / London / Remote

- Architected polyglot monorepo enabling multiple product teams to develop in parallel using Turborepo, Next.js, and Go
- Developed a bespoke CMS powered questionnaire and risk calculation engine with isomorphic runtimes (MobX/Go) supporting 35+ fintechs in real-time
- Led Risk Assessment redesign: facilitated Design Sprints and conducted customer research workshops, increasing customer trust in platform direction
- Established E2E testing with Checkly/Playwright and built data seeding framework enabling sales demos within development workflow
- Engineered custom tooling to compile type-safe RBAC and feature flag patterns from Go Ent schemas to frontend applications

**Product Engineer** May. 2018 – Jun. 2021  
Stepsize / Acquired by ClickUp London / Remote

- Architected VSCode extension and Jira Cloud app for tech debt tracking, achieving 40,000+ downloads and contributing to business acquisition
- Helped pivot product from ML-powered Git analysis to human-centred tech debt management integrated into developer workflows
- Built production features with Next.js, establishing expertise in modern React application architecture
- Designed technical hiring exercises to scale engineering team during growth phase

**UX Engineer** May. 2016 – Feb. 2018  
100 Shapes / Creative Technology Studio London

- Built functional prototypes for BBC TV scheduling tools using new in-house graph database services, informing API improvements and enhanced capabilities
- Created ITV Reem Design System—cross-framework UI library (React/Angular) adopted by 4 internal teams and IT staff
- Recognised by ITV CTO and digital transformation executives for breaking down team silos
- Developed internal products: Climb.social (real-time social display) and Orbit (Wi-Fi captive portal hardware platform)

## PROJECTS

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**Sundance London Short Film Competition Platform** Responsive Web Design / Video / Service Design Aug. 2011 – Jan. 2013

- Designed and built competition platform twice (2012 & 2013) enabling film submissions, entry galleries, and promotional microsites
- Platform improvements contributed to 50% increase in competition entries year-over-year
- Extended Pentagram's Sundance 2013 branding into fully responsive digital experience

**ITV Reem Design System** React / Angular / Styled Components / Design Systems / DX Jun. 2016 – Nov. 2016

- Led creation of cross-framework UI library for ITV's in-house content and asset management tools
- Consulted with developers to research optimal DX & championed contribution culture via pull requests
- Adopted by 4 internal teams (React/Angular) and IT/SysOps for internal tooling

**Twitter x London Design Festival** Ruby on Rails / Twitter Stream API / RethinkDB / Interactive Installations / Hardware Jul. 2013 – May. 2016

- Built interactive art installations connecting physical experiences to the Twitter API, animating real-time social interactions for festival-goers
- Created immersive experiences blending hardware and software to explore social media's role in public spaces
- Collaborated with The Times on Newseum Mobile installation showcasing creative technology applications

## TECHNICAL SKILLS

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**AI & Agentic Tools** Claude Code / Mastra / AI SDK / OpenCode / Backlog.md

**Frameworks & Libraries** React / Next.js / Chakra UI / oRPC / Ruby on Rails / Web Standards

**Developer Tools** Docker / Prisma / Playwright / Drizzle / Git / Monorepos / Turborepo / Bun / Vitest / Mise

**Design & UX** Figma / Design Systems / Wireframing / Prototyping / User Research / Facilitation / Web Accessibility

**Languages** TypeScript / Go / Ruby / CSS / HTML