

James Doran

Product Designer & Design Engineer · Jávea, Spain (remote)

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Portfolio: james-doran-design.com

Product: saora.co

ABOUT

Product designer turned design engineer, with 10+ years designing and shipping web products. I led design for eBay's Nielsen Norman Award-winning intranet and led UX for Product Options at Vistaprint. Since 2026 I've designed and engineered my own product, Saora, end to end: a templating engine, a design system and a camera-first content app, built daily with Claude Code. I care about the details that make a product feel finished (states, motion, accessibility), and I reach for what the browser already provides before adding a library.

EXPERIENCE

2026 – Current
saora.co

Saora · Founder, designer and engineer

- Designed and engineered a portfolio-website platform for artists. One Astro and TypeScript engine builds every client site from a settings file and the artist's published content; four public templates share it.
- Built the design system behind it: tokens, four type pairings and four palettes, light and dark schemes, motion and a live style guide. Layouts are composed from traits, so a new template is a one-line addition rather than conditions in every file.
- Designed and built Saora Studio, a mobile-first content app: camera capture with perspective correction and edge snapping, drafts, a live preview of the real site, and one-tap publishing on a serverless back end (Netlify Functions and Blobs).
- Held every surface to WCAG AA: contrast audits across palettes, skip links, keyboard and focus management, menus that work without JavaScript, and reduced-motion support.
- Work daily in Claude Code, with regression checks on every shared change: each template is built and pixel-compared before and after.
- Cut saora.co's initial payload by 76% (2 MB to 497 KB) and raised mobile PageSpeed from 53 to 80. First client site live within weeks of launch.

January 2024 – Current
threegloves.com

Three Gloves Design · Co-founder

- Co-founded a design and development studio for small and medium businesses. Lead client work end to end: discovery, visual design, build, CMS structure and launch.
- Hand-build front end where the platform falls short, so sites are fast, accessible and easy for clients to maintain.

January 2024 – July 2024

Vistaprint · Lead UX Designer

- Led design for Product Options across the Product Presentation domain: how customers configure size, finish, quantity and custom artwork across a wide range of products. Complex, configurable UI at scale.

September 2016 – October 2022

eBay · UI/UX Designer, lead on The Hub (final 2 years)

- Lead designer on The Hub, eBay's Nielsen Norman Award-winning intranet and every employee's default new-tab page.
- Redesigned the Hub homepage from user flows through Figma and coded prototypes to production front-end code: +14% traffic, +18% engagement and +20% time on page within three months of launch.
- Rebuilt employee search as a federated experience that pulls data from many internal applications into one search.
- Redesigned the employee profile at the start of the pandemic to help newly remote teams stay connected.
- Designed and built components for the eBay Sitebuilder application, and led a redesign that solved its scaling problems.
- Recognised as a Top 10 Innovator at eBay (2019).

October 2014 – June 2016

Jade Orchard · Designer and front-end developer

- Sole designer and lead front-end developer at a web marketing studio. Designed and built sites for Ben & Jerry's, Newfi, NHI and others, from wireframes and visual design to code.

SKILLS

Product design	Figma, design systems (tokens, primitives, components, patterns), interaction and motion design, prototyping, user research and testing, written async documentation.
Front end	HTML, CSS, TypeScript, JavaScript, Astro, React, GSAP, browser-native primitives (dialog, details, View Transitions), responsive images, Core Web Vitals.
Accessibility	WCAG AA, keyboard interaction, focus management, ARIA, contrast, reduced motion.
AI tools	Claude Code daily, from prototypes to production; Figma AI, Webflow AI. Structured QA before anything ships.
Platforms	Netlify (Functions, Blobs, Forms), Git, Webflow.

EDUCATION

- BA, Psychology** (minor in Film Studies) · University of Auckland
- Meta Front-End Developer** · Professional Certificate, 2023 (HTML, CSS, JavaScript, React)
- UX Design** · General Assembly, 2016
- Web Design & Graphics** · City College of San Francisco, 2011 – 2014