

James Greenaway

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A traditionally trained graphic designer who taught himself to code, with the web as my medium of choice.

I take work from wireframes to production and keep the design systems behind it healthy, and I do my best work with ambiguous problems and room to execute.

EDUCATION & AWARDS

D&AD Yellow Pencil New Blood Award for Digital Interaction Design / BBC Mobius — Jun. 2013

Awwwards Merit Commendable Sites / Orbit marketing launch — Jan. 2017

Google Training Progressive Web App (PWA) 3 Day Workshop — Apr. 2018

Ravensbourne University London BA (Hons), Graphic & Interaction Design — Jun. 2013

EXPERIENCE

Senior Design Engineer — Apr. 2026 – Present

Artificial / AI Insurtech Platform — London / Remote

- Iteratively design and build product for customer use cases, aligned with the platform vision, such as messaging that feels instant
- Grow the design system: interaction principles, routed sheets and modals that survive a reload, a composable print system
- Run the tech debt register and feature-flag clean-up, and shape a codebase agents can work in safely

Lead Technical Product Designer — Jun. 2021 – Jun. 2025

Cable / Automated Financial Crime Control Testing — San Francisco / London / Remote

- Led frontend craft: architected the Next.js and Turborepo monorepo that let three product teams ship in parallel
- Built a CMS-driven questionnaire and risk engine with an isomorphic runtime (MobX client, Go server) serving 35+ fintechs
- Led product design for the Risk Assessment redesign: design sprints and customer co-creation workshops, through to production
- Set up Playwright and Checkly synthetic monitoring, plus fixture data that let sales demo straight from the dev workflow

Product Engineer — May 2018 – Jun. 2021

Stepsize / Acquired by ClickUp — London / Remote

- Built the VSCode extension and Jira Cloud app for tracking tech debt: 40,000+ downloads, contributing to the acquisition
- Helped pivot the product from ML-powered Git analysis to human-centred tech debt management, through developer research

UX Engineer — May 2016 – Feb. 2018

100 Shapes / UX Agency — London

- Created ITV's Reem design system from the brand guidelines: a cross-framework UI library adopted by 4 internal teams
- Prototyped BBC TV scheduling tools on new in-house graph services, informing API improvements

PROJECTS

Investor Portal for Cleo Next.js / DatoCMS / Content Strategy — Jul. 2025 – Aug. 2025

- Reframed a "new blog" request into an investor portal, then designed and built it for a major AI launch, on deadline
- Brought the motion team's Rive animations into the pages, working across comms, design, motion and engineering
- Wrote the CMS documentation the team adopted into its onboarding pack

Twitter x London Design Festival Twitter Stream API / Interactive Installations / Hardware — Jul. 2013 – May 2016

- Built a self-typing typewriter display animating live tweets, tuning its springs until it felt like a real machine
- Built interactive installations blending hardware and software to bring live Twitter activity to festival-goers

Sundance London Short Film Competition Responsive Web Design / SVG / Video — Aug. 2011 – Jan. 2013

- Turned Pentagram's Sundance 2013 identity into a fully responsive competition platform, its arrows built in SVG
- Got the SVG artwork and responsive layouts working across the phones, tablets and browsers of 2013
- Designed and built it two years running; entries grew 50% year on year

TECHNICAL SKILLS

Frontend TypeScript / React / Next.js / HTML / CSS / Web Standards / Accessibility

Motion & Graphics Motion / Rive / Three.js / p5.js / SVG / Canvas

Performance & SEO Core Web Vitals / Lighthouse / Image Optimisation / Technical SEO

Design & UX Figma / Design Systems / Typography / Prototyping / User Research / Facilitation

Tooling Turborepo / Playwright / Vitest / DatoCMS / Claude Code