

James Doran

UI/UX Designer • Valencia, Spain

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ABOUT ME

Senior UI/UX designer with 8+ years across enterprise platforms, e-commerce, and marketing sites. Most recently I led UX for Product Options at Vistaprint. Before that I spent six years at eBay, including two as lead designer of The Hub, the company's Nielsen Norman Award-winning intranet used by every employee as their new-tab default. I'm equally at home in Figma and in code, so I can prototype interactions, ship coded prototypes, and hand engineering work that's already halfway built. Based in Valencia, Spain, with my wife and two dogs.

WORK EXPERIENCE

2026 – Current
saora.co

Saora • Founder

- Built and launched a productized website platform for artists: template-based sites with automated SEO (an indexed, optimized page per artwork), automatic image optimization, and content updates driven by a Google Sheet. No CMS for customers to learn.
- Designed, built, and QA'd end-to-end with AI assistance throughout. First paying customers within weeks of launch.

January 2024 – Current

Three Gloves Design • Co-Founder

- Co-founded a Webflow design and development studio serving small and medium-sized businesses.
 - Lead client work end-to-end: discovery, brand-aligned visual design, Webflow build, CMS structure, and launch.
 - Pair hand-built front-end with thoughtful design so sites are fast, accessible, and easy for clients to maintain.
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January 2024 – July 2024

Vistaprint • Lead UX Designer

- Lead designer for Product Options across the Product Presentation domain, owning how customers configure size, finish, quantity, and custom artwork on a wide range of products across the site.
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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 company-wide intranet, used by every eBay employee as their default new-tab page.
 - Redesigned the Hub homepage, covering user flows, Figma prototypes, coded prototypes, and shipping production front-end code.
 - Rebuilt employee search into a federated model that pulled data from many internal applications into a single cohesive search experience.
 - Redesigned the employee profile at the start of the pandemic to help newly remote teams stay connected. Combined with the search work to make the platform far more personalized.
 - Drove the eBay Sitebuilder application forward: designed and built components, led an application redesign that solved scaling problems, and shipped the front-end code.
 - Recognized as a Top 10 Innovator at eBay (2019).
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October 2014 – June
2016

Jade Orchard • Designer & Front-End Developer

- Sole designer and lead front-end developer at this web marketing studio.
- Designed and built marketing websites for Ben & Jerry's, Newfi, NHI, and other clients.
- Produced wireframes, concept sketches, visual design, and marketing collateral end-to-end.

EDUCATION

2023

Meta Front-End Developer • Professional Certificate

7-month program covering HTML/CSS, JavaScript, React, and Bootstrap.

2016

UX • General Assembly

Market research, interviews, design thinking, wireframes, and visual design.

2011 – 2014

Web Design & Graphics • CCSF

Typography, graphic design, web development, and responsive design.

Auckland, New Zealand

BA • University of Auckland

Major in Psychology, Minor in Film Studies.

SKILLS & SOFTWARE

Design

Figma, Illustrator, Sketch, Adobe Suite, design systems, wireframes, user flows, prototyping, interaction design, visual and brand design, marketing site design, responsive design, accessibility.

Development

Webflow, WordPress, Wix, Squarespace, HTML, CSS, JavaScript, React, GSAP, Jekyll, Bootstrap, coded prototypes, page speed and Core Web Vitals, SEO fundamentals, Google Analytics (GA4).

AI Workflow

Claude and Claude Code, Figma AI, Webflow AI. AI-assisted design, build, and content, with structured QA before anything ships.