



James Greenaway

james@greenaway.io [linkedin.com/in/jvgreenaway](https://www.linkedin.com/in/jvgreenaway) github.com/jvgomg jvg.omg.lol

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

Award-adjacent tastemaker: secured a hard-fought 2nd place in a company-wide music selection battle by strategically deploying a curated 1960s track—delivering clutch decision-making and cross-team vibe alignment under pressure.

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

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

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 Pentagonam'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

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