

James Goudy

Senior Product Designer | UX/UI, Design Systems and AI Products

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SUMMARY

Senior product designer with 20+ years of experience designing and building web, mobile and dashboard products, from a commerce platform serving seven international airports to AI assistants grounded in a client's own data. I build design systems that hold a product together across brands and devices. I'm fluent in Figma, but for most work I now design directly in code with Claude, going from written requirements to a working prototype.

SKILLS

Product design: UX/UI design, interaction design, visual design, information architecture, user flows, wireframing, prototyping, usability testing, responsive web, mobile app design, dashboards and data visualization

Design systems: design tokens, theming, component libraries, accessibility (contrast, color vision, readable type, reduced motion), design documentation, automated UI checks

AI products: AI assistants and chat interfaces, alerts and recommendations, conversational UI, guidance for AI coding tools

Build: HTML, CSS, JavaScript, React, Python; designing and prototyping in code with Claude and Gemini

Tools: Claude, Claude Code, Gemini, Figma, Adobe Creative Suite, Maze, Webflow, WordPress, Jira, Asana

Also: brand identity and logo design, motion graphics, pitch and investor decks, technical illustration

EXPERIENCE

Prolevity | Walnut Creek, CA

Dec 2025 – Present

Founder & Principal Product Designer

Zero-to-one studio for websites, apps and decks. We set the strategy, then design, build, iterate and support.

- Built a themeable design system used across client sites, including Natural Medicine Center, Shape Your Regimen and Peace and Magic: semantic color and type tokens, a theme per client, and a built-in accessibility panel for contrast, color vision, readable type, text size, link styling and motion.
- Wrote design-system guidance and token metadata for AI coding tools, plus an automated check that tests 120 color-contrast pairings and flags hard-coded colors. Its first run found 31 hard-coded colors and form borders below the 3:1 minimum; both are fixed.
- Wrote a usability guide for a mobile field data app that Claude Code follows as standing instructions: ten principles, twelve interaction patterns, motion and writing rules, and a screen checklist.
- Designing and building RealtyMatchmaker.ai, a React web app, from clickable MVP toward production.
- Technology partner to EO Silicon Valley: designed and built eosv.org and continue to run it.
- Investor decks and annual reports for startups and established businesses, including Aligned Climate Capital.

Trackable Systems | Walnut Creek, CA

Jan 2026 – Present

Founder & CEO

- Took an independent performance-verification product for solar fleets from idea to a working field deployment on my own: architected the sensing hardware with Gemini and Claude, built it, and installed it at a 1 MW community solar site, where it is still running.
- Designed and built the AWS data pipeline and anomaly detection software in Python, validated on more than 129,000 blocks of field data.
- Designed the AI chat and SMS interface on the product roadmap: answers that cite their evidence, status badges that never rely on color alone, an evidence panel and an exportable record, in light and dark themes. Two provisional patent applications filed in 2026.

Aviamedia | Walnut Creek, CA

Dec 1999 – Dec 2025

Co-founder & Head of Product Design

Design and software firm (incorporated 2004) for airports, government, agriculture, finance, health and consumer brands.

- **Westfield / URW Airports:** lead product designer on Shop and Dine, a commerce, directory and wayfinding platform that ran seven international airports (LAX, JFK, ORD, MIA, DXB, CPH, ADL) from one codebase, with a core design system themed for each airport, across web, mobile and in-terminal kiosks, plus the Virtual Terminal, a Street View style walkthrough tied to the directory.
- Architected the integration that brought Grab's order-ahead service into Shop and Dine (LAX launch, October 2020), extended the ordering design to rail partners Eurostar and Lumo, and designed the URW Airports group website.
- **AI-assisted products:** designed FranchisePro, RealtyView and a behavioral health practice dashboard, each with an embedded assistant for questions, alerts and recommendations, two of them on one shared platform themed per industry. FranchisePro saved a franchise owner 30+ hours a month.
- **Star Trek PADD:** official iPad app for CBS Interactive, designed with ArcTouch (2011).
- **Opt Health:** designed the first version of the web app: performance score, goals, test results and doctor messages.
- **TrueTrac for Growers Express:** produce traceability system with a buyer-driven planting calendar; designed the product and its logo, with a patent application filed. The published application was later cited by fourteen patents, including Kubota and CNH Industrial.
- **Operational systems:** reservoir and pump telemetry for SF Recreation and Parks, an electronic permit to work for offshore rigs, and a pilot command dashboard for the 129th Rescue Wing, published by Macromedia in 2005.
- **Kiosks and in-room screens:** airnetDirect internet kiosks at airport gates, and RoomTouch, an in-room media system built to working prototype and proposed to the Ritz-Carlton Pasadena and Four Seasons.
- **Selected clients:** Westfield / URW Airports, CBS Interactive, California Air National Guard, City of Concord, City of San Francisco, Growers Express, Opt Health, Fox Racing, Purell, Kroger, HarperCollins, UC Berkeley.

FUZE Media Systems | San Jose, CA
Co-founder & Head of Product Design

Sep 2005 – Sep 2008

- Ran product design and named the company. Designed the television interface for FUZE whole-home media software, bringing Netflix, Pandora and local media together on one screen in every room, with companion desktop and mobile views. Shipped through a nationwide dealer program and as OEM software for manufacturers including Velocity Micro.

Zero G Software | San Francisco, CA
Interaction/Visual Designer

Jan 2003 – Jul 2005

- Led design for the company brand, marketing and the InstallAnywhere product line through the 2005 acquisition by Macrovision.

Charles Schwab | San Francisco, CA
Lead Interaction Designer (Contract)

Sep 2000 – Sep 2002

- Designed the dashboard that let Schwab's merchandising managers plan, administer and monitor what was showing in branches nationwide.
- Led design strategy and interaction for the in-branch display system, front end and back end: a four-panel plasma "liquid billboard," a touchscreen totem and a 50-inch Schwab TV running live market data, for SOM's Investor Center redesign.

Earlier: Leigh Fisher Associates (technical illustration), Berkeley Systems (After Dark, You Don't Know Jack online), NetGuide.

EDUCATION

University of California, Berkeley | B.A., English, cum laude