James Darin Jackson

Lead Product Designer · Design, Code & AI

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Lead product designer with a decade of shipping software and a front-end development background I still use every day. I lead through ambiguity: I frame the problem with the business, prototype the future in code and AI so people can react to it, and bring product, engineering and stakeholders to a decision. I'm currently the sole designer on Daimler Truck's commerce platform, and on the side I've designed, built and shipped two iOS apps on my own.

EXPERIENCE

Lead Designer, Commerce · Daimler Truck North America 2025 – Present

- Sole designer on Excelerator, Daimler Truck's e-commerce and fleet platform serving about 15 user roles (guest shoppers, fleet managers, mechanics, dealers) and 1,700+ suppliers; I take features from 0 to 1, owning requirements, research, design and AI prototyping end to end.
- Drove 12 design proposals through 9+ cross-functional refinement sessions to an 83% adoption rate, aligning product, architecture, commerce, SAP and business stakeholders.
- Reworked how design decisions get made with my manager: mapped who signs off on what across departments and brought design overviews into team-lead meetings, so changes surface at the start of a project instead of at sign-off.
- Took a security review's password requirements further than the review did: audited every account entry point for conflicting rules, defined when each error appears, handled edge cases like short names, and designed live, in-context validation.
- Shipped fleet-scale flows: a VIN upload that replaces 84 one-truck coverage purchases with one for a typical fleet, and a My Garage redesign when access went from 5% to 100% of customers overnight.
- Built tooling for the team: piloted Claude-based AI design workflows whose flows and explorations were approved into production design direction, and internal Figma plugins that find unlinked variables and connect them to the design system.
- Designed a 3-state connectivity listing system adopted as the team's standard pattern, and a progressive Find My Dealer experience endorsed for dealer council presentation.

Senior Product Designer · Microsoft / Xbox 2021 – 2025

- Designed and built Xbox PC Remote Tools — a 0-to-1 tool for pairing, deploying to and debugging Windows handhelds and PCs remotely, taken from ambiguous concept through coded prototype to validate desirability, feasibility and usability with leadership.
- Released to public preview in March 2026 in four pieces: a setup and pairing app, a Visual Studio extension for deploying and debugging, command-line tools for build pipelines, and APIs for engines. Works for any PC game on any storefront, with no dependency on the Game Development Kit or the Xbox PC app.
- Embedded with 8 engineering teams across 12+ products; used A/B tests, analytics and research to validate decisions and argue against assumption-driven proposals.
- Owned design across the Xbox game developer journey — onboarding, certification, publishing, monetization and analytics — shipping dozens of features in a cross-functional Agile environment.
- Contributed reusable components and interaction patterns to the Xbox Fluent design system, adopted across multiple product teams.

Product Designer · TrueBlue / JobStack 2020 – 2021

– Designed across web, iOS, and Android for JobStack — a gig work platform that consistently rated top in its category and measurably improved time-to-placement for workers.

Designer · Wunderkind 2017 – 2020

– Designed conversion-driven email, SMS, and on-site experiences for Nike, J.Crew, and other major retail brands — every decision measured against revenue lift.
– Took on operations responsibility alongside design work, restructuring team processes to reduce overhead by 15%.

Web Developer · TriMark Digital 2013 – 2017

– Built front-end code (HTML, CSS, JavaScript) for 100+ client sites at a full-service digital agency — the foundation for the design-and-code hybrid work I do today.

INDEPENDENT WORK

– Ahead — iOS app on the App Store: what matters three times a day, from your calendar, reminders and sleep. Version 2.0 (October 2026) rebuilt it around less: writing moved from the Claude API to Apple's on-device model, cutting the wait to seconds and working offline; no account, servers or uploads; and the paid tier removed. Designed, built, shipped and supported alone.
– Loops — iOS notebook on the App Store for problems you have to think through yourself. No AI, reminders or streaks by design; Live Activities, Home Screen widgets and opt-in iCloud sync. Designed, built and shipped alone.
– Coded prototyping practice: Claude Code, Claude Design, Cursor, v0 and Figma Make — used daily to move from concept to a working prototype in hours. Built jamesdarin.com the same way.

SKILLS

Design: Figma (Auto Layout, Variables, Components, plugin development), interaction design, prototyping, design systems, typography, layout, composition

Code: HTML, CSS, JavaScript, Figma plugin API, front-end implementation, coded prototyping

AI / LLM: Claude, Claude Code, Claude Design, Cursor, v0 — shipping products and prototypes, including two SwiftUI apps; tone & behavior calibration; LLM interaction patterns

Working style: Leading through ambiguity, stakeholder alignment, discovery-through-launch ownership, structured rationale, design critique, mentorship

EDUCATION

School of Visual Arts — CE Branding
Winston-Salem State University — B.S. Economics & Finance