



Dear Hiring Manager,

With 20+ years of experience designing enterprise platforms, marketplaces, and digital products, I have built my career leading complex UX and product design initiatives across real estate, fintech, ad tech, and media ecosystems. My background combines user-centered design, systems thinking, and cross-functional collaboration to deliver scalable web and mobile experiences that simplify complex workflows and improve usability.

At CoStar, Ten-X, and LoopNet, I have led UX efforts across transaction platforms involving bidder registration, payments, marketplace workflows, and enterprise web experiences. I partner closely with Product, Engineering, and business stakeholders to conduct discovery, facilitate workshops, align requirements, and translate complex operational challenges into intuitive, scalable solutions.

My foundation in Psychology, combined with extensive experience designing workflow-heavy enterprise systems, has shaped how I approach UX: balancing customer needs, business goals, accessibility, and technical constraints to create practical, research-informed experiences that deliver measurable outcomes.

I would welcome the opportunity to discuss how my experience designing complex enterprise experiences can contribute to your team.

Thank you for your time and consideration.

Best regards,

A handwritten signature in black ink that reads "James S. Saras". The signature is written in a cursive, flowing style.

Senior UI/UX and Product Design leader with 20+ years of experience designing enterprise platforms, marketplaces, and complex workflow applications across real estate, fintech, media, and enterprise ecosystems. Experienced leading end-to-end UX efforts spanning research, information architecture, interaction design, prototyping, usability evaluation, and high-fidelity interface design across responsive web and mobile applications. Strong background partnering with Product, Engineering, and stakeholders to simplify complex systems and deliver scalable, user-centered solutions.

Design & Prototyping

- UX Research
- User-Centered Design (UCD)
- Wireframing
- Information Architecture
- User Flows
- Journey Mapping
- Persona Development
- Responsive Web & Mobile Design
- Design Systems
- Accessibility / WCAG
- Usability Testing
- High-Fidelity UX & Rapid Prototyping (Figma)

Product Strategy

- Figma
- Adobe Creative Suite
- HTML/CSS/JavaScript
- MA Azure/Atlassian Work Mgmt.

Execution & Delivery

- Agile / Scrum Methodologies
- Product Discovery & Validation
- Experimentation (A/B Testing)
- Release Planning
- Enterprise Application Strategy

Education

B.A. Psychology;
minor Media Arts & Design
The University of Arizona

CFA Institute Investment
Foundations® [Certificate #ID 9205074](#)

Certified Scrum Product Owner
(CSPO), [Member Id: 1830289](#)

Achievements

U.S. Patent Awarded

- [US20100036927A1](#)

U.S. Army Veteran

- Honorable Discharge, 2001

Experience

CoStar Group, Ten-X & LoopNet, Irvine

2022 - Present Day

Sr. Product UI/UX Designer, Product

- Lead end-to-end UX design efforts for complex marketplace and transaction platforms across Ten-X and LoopNet, partnering with Product and Engineering to improve broker engagement workflows and enterprise user experiences.
- Conduct product discovery, workflow analysis, and cross-functional stakeholder workshops to define requirements and inform transaction experiences, including Stripe-powered earnest money deposit (EMD), bidder registration, and auction workflows.
- Collaborate with Product, Engineering, and business stakeholders to design and optimize transaction experiences, contributing to +21% performance deposit recovery and +16% faster EMD processing through improved usability and operational workflows.
- Facilitate cross-functional design sprints and rapid feedback loops with stakeholders, Product, and Engineering teams to align requirements, validate solutions, and accelerate delivery across complex bidder registration systems.
- Led UX integration efforts following CoStar's acquisition of Ten-X, improving consistency across broker, lister, searcher, and auction experiences within enterprise web platforms.
- Designed iterative enhancements across auction marketplace workflows, improving listing management, bidder registration, and dashboard usability within a fast-paced Agile environment.

Research Affiliates, Newport Beach

2018 - 2020

Web & Applications Designers, Sr. Associate (IC), Product

- Led product and UI/UX strategy initiatives for enterprise investment platforms at Research Affiliates, translating institutional equity and multi-asset investment strategies into scalable web applications, including Asset Allocation Interactive (AAI).
- Partnered with Product, Engineering, and Quantitative Research teams to define functional requirements, delivery sequencing, and data-rich investment dashboards, contributing to +13% user growth, +16% returning visitors, and +7% session engagement within AAI.
- Designed and delivered production-ready front-end interfaces supporting Python-based backend integrations while managing ongoing enhancements to ResearchAffiliates.com and the firm's broader digital investment research ecosystem.

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Experience

NCR, Atlanta

2016 - 2018

Web Applications Manager (IC), Marketing Operations

- Managed a team of five while leading UX direction for NCR.com and article experiences in partnership with Marketing, driving large-scale redesigns that improved navigation, information architecture, and simplified key user journeys.
- Validated product and user experience decisions through experimentation and behavioral analysis, driving measurable results including +27% page views, +14% lead conversion, and -9% bounce rate in 2018.

The Weather Channel, Atlanta

2006 - 2016

Director of Creative Services, Ad Products, 2009 to 2016

- Led cross-functional advertising teams in an Agile Scrum environment, overseeing 11 direct reports across design and ad engineering to deliver advertising experiences across Weather.com and native iOS/Android platforms.
- Defined ad product strategy and award-winning custom advertising experiences, contributing to revenue growth from \$7M in 2014 to \$11M in 2016.
- Streamlined ad product production workflows and ad operations support, increasing production efficiency by 9% while improving ad quality and enabling premium impression pricing across Weather.com's advertising ecosystem.
- Recognized for mentoring and developing high-performing teams, with a strong focus on employee growth, collaboration, and career development.

Web Developer, Ad Products, 2006 to 2009

- Developed and maintained rich media advertising experiences across Weather.com and native iOS/Android applications using HTML, CSS, JavaScript, Flash, and ActionScript.
- Partnered with agencies, media buyers, and third-party ad vendors to support ad certification, troubleshooting, and deployment across Weather.com's advertising platform servers.