



ABOUT ME

I am an experienced product design leader with over 15 years designing products. My unique blend of expertise spans UX, visual design, prototyping, motion design, and development across web, mobile, and new platforms. My favorite thing about design is evolving complex workflows into simple, engaging experiences that customers love.



“Jason, this is just the latest in many examples of how wonderful you are to work with. The fact that you are thinking through things at such a deep level is such a relief from an engineering perspective.”

– Ben N, iOS Engineering Manager
O.C. Tanner



“He is truly a master at Figma and builds products with an attention to detail that I deeply appreciate. He considers both UX and UI heavily in his designs, and I think his work is a reflection of the marriage of the two.”

– Payge K, Director of Product Designer
Weave

KEY STRENGTHS

- Evolving complex fintech workflows into intuitive mobile experiences
- Boosting product usability through simplified design solutions
- Rapid prototyping to transform ideas into testable concepts

WORK EXPERIENCE

Weave

PRINCIPAL PRODUCT DESIGNER

JANUARY 2024 - PRESENT

LEAD PRODUCT DESIGNER

NOVEMBER 2021 - JANUARY 2024

- Led a team of 10 designers and improved team culture by fostering a positive environment for designers to share their work and giving them opportunities to present their work, give feedback to others, and contribute to our team's operational strategy.
- Provided design support to multiple product teams, including Payments, Internal tools, Insurance Verification, Shared User Experiences, Growth & Onboarding, and Design System.
- Implemented sprint process to improve workload management and communication between design, product, and engineering.
- Reduced support call volume and risk of penalties with payment processors by redesigning our 'Create Payment Account' flow for new customers.
- Designed a fully custom "pay-over-time" feature to reduce unpaid invoices, resulting in over 70 requests for demos in just the first week.
- Initiated partner API program with conceptual designs and market research to prove value.

Vivint

SENIOR PRODUCT DESIGNER

MARCH 2021 - NOVEMBER 2021

- Coach product leaders on product process and alignment on key metrics.
- Partner with engineers to transform complex user flows into an easily digestible experience.
- Evolve design system for more efficient component usage and less ambiguity for designers.
- Design update flow for a consistent experience across all platforms and improved storytelling around software benefits.

O.C. Tanner

SENIOR PRODUCT DESIGNER

APRIL 2018 - MARCH 2021

- Design System Owner.
- Develop process for auditing and updating design components.
- Work closely with developers to build code library.
- Produced a user journey map that enabled design, product, and engineers to have empathy for users.
- Redesigned primary user flow and increased usability scores by 500%.
- Create and manage shared design library.
- Decreased design/development rework by involving engineering early on.

Overstock

PRODUCT DESIGNER

SEPTEMBER 2015 - APRIL 2018

- Designed a vehicle shopping experience with third party integrations for vehicle data and purchasing flow
- UI/UX of shopping guides to boost conversion rates and SEO value
- Lead conceptual designs around 3D product model viewing

Banyan

CREATIVE DIRECTOR

APRIL 2015 - SEPTEMBER 2015

- Managed design/marketing departments
- Scaled from \$50k/MRR to over \$100k/MRR with iterative marketing and sales materials
- Directed external development team on UI/UX improvements to iOS app
- Art direction of new brand identities for client brands

Skullcandy

LEAD ART DIRECTOR

JUNE 2011 - APRIL 2015

ART DIRECTOR

JUNE 2008 - JUNE 2011

- Art direction of new products
- Lead product design team in design language and tech pack creation
- Mood board new seasonal collections each year
- Develop color palettes based on mood boards
- Create artwork relevant to color families, based on mood boards
- Create design mockups for headphones, speakers, apparel, and accessories
- Create tech packs for 100+ products each year
- Design special product collaborations with brands: Nike, Budweiser, NBA, MLB, Lions Gate, Under Armor, D&G, Casio, Paul Frank, etc.