

JASON STEWART

Product + Design Leader



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MEET JASON

A UX-infused servant leader and an award-winning relationship builder who loves to fuse user + stakeholder expectations to build meaningful product experiences

JASON'S RECENT EXPERIENCE

Interim Digital Product Director

Traverse City Whiskey 2020 - Ongoing Remote

Omnichannel Beverage Producer

- Defined and deployed an eCommerce strategy within 48 hours of hiring, which enabled the company to quickly fulfill orders resulting from the 29,000% surge in demand for hand sanitizer during COVID-19 pandemic
- Created RFP for tcwhiskey.com mobile-first redesign and dev project; solicited 60 quotes, interviewed 15 candidates, hired the perfect team
- Established and oversee vendor relationships and strategy for social media, paid search and Amazon.com product marketing, opening previously untapped revenue channels for the company
- Oversee developer and design resources for 3 sub brands

Director of Product + Design

Audiosocket 2018 - 2020 Remote

Music Licensing Broker

- Grew product division from 1 to 10 heads in first 6 months including developers, designers, product managers and project managers
- Implemented a product strategy that reduced YOY expenses by 34%
- Conceived and executed a CMS migration effort, fundamentally changing the way the company organizes, monetizes and administers music catalogs
- Led the design and research efforts for a frontend redesign, including generative research, concepts, specifications and visual design
- Defined, sold and executed a subscription product strategy

Product + UX Lead

General Motors 2010 - 2018 Remote

High Performance Automotive Manufacturer

- Led design of 8 gauge cluster families, driving consistency of these complex configurable UIs across different vehicle platforms
- Led design of the 1st & 2nd generation Performance Data Recorder (PDR), bringing OEM driving analysis tools in-vehicle for the first time
- Crafted 2 product specs from high-level goals, led authors writing 6 more
- Led 3 geographically distributed product design teams
- Designed, executed then analyzed 5 user research and usability studies
- Created interactive prototypes for user testing and stakeholder feedback
- Partnered across divisions to organize and facilitate 3 user community feedback events

Senior Usability Auditor

Foresee Results 2009 - 2010 Ann Arbor, MI

Website Experience Measurement Agency

- Conducted more than 50 usability audit reviews (UARs)
- Shaped results of heuristic evaluations into actionable insights
- Developed an internal Ruby on Rails app to track auditors' project lifecycle
- Entrusted to present findings to the company's highest profile clients

JASON'S EDUCATION

MS Human-Computer Interaction

University of Michigan

BA Anthropology

University of Michigan

JASON'S CLIFTON STRENGTHS



Adaptability

I respond willingly to the inevitably unplanned demands of the moment



Belief

I value responsibility and high ethics, both in myself and others



Connectedness

I see how we are all part of something bigger and value relationships as such



Developer

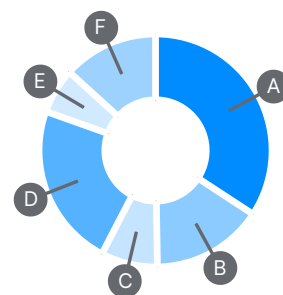
I see potential in others, alive with possibilities, and help them realize it



Intellection

I am introspective, often deep in thought, and enjoy mental activity

A DAY IN JASON'S LIFE



- A Translating vaguery into actionable insights
- B Strategizing with leadership
- C Documenting ways to improve products
- D Empathizing directly with users, stakeholders and developers
- E Ensuring my team knows they are both valued and heard
- F Sweating the details, evangelizing design