

JASON STEWART

Experience Design Leader



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JASON'S RECENT EXPERIENCE

Experience Design Director

Percipient 2020 - Ongoing Remote

Digital Consultancy

- Leading multi-disciplinary teams of UX professionals who are building websites and apps for some of the world's most recognized brands.

Interim Digital Product Director

Traverse City Whiskey 2020 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 oversaw vendor relationships and strategy for social media, paid search and Amazon.com product marketing, opening previously untapped revenue channels for the company
- Oversaw 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

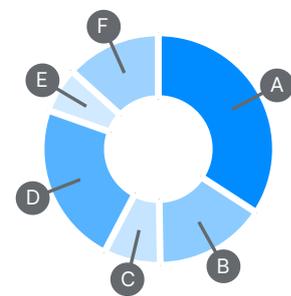
I see potential in others, alive with possibilities, and help them realize it



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