

JASON STEWART

Design Leader



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JASON'S RECENT EXPERIENCE

Senior Manager, UX Strategy & Design

CVS Health 2021 Remote

Health Services Retailer

- Leading a team of 8 while cultivating a creative environment that breeds and embraces authenticity, vulnerability and empathy.

Senior Manager, Experience Design

Perficient 2020 - 2021 Remote

Digital Consultancy

- Managed a team of 5 UX designers & led UX efforts > \$10.6M
- Lead an 8-person design team building a multi-site + mobile experience for the world's leading manufacturer of construction equipment.
- Rebuilding an employer solutions experience for the nation's 3rd largest childhood education provider
- Developing a web-based Affordable Care Act (ACA) experience for patients of the leading non-profit Catholic health system in the U.S.
- Building the check-in and visit management experience for one of the largest urgent care providers in our country
- Creating a Magento-based B2B e-commerce experience for Atlantic Canada's leading home improvement chain

Interim Digital Product Director

Traverse City Whiskey 2020 Remote

Omnichannel Beverage Producer

- Defined and deployed an e-commerce strategy within 48 hours of hiring, in response to a 29,000% surge in demand for hand sanitizer.
- 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

Product + Design Manager

Audiosocket 2018 - 2020 Remote

Music Licensing Broker

- Grew multi-discipline product team from 1 to 10 in first 6 months
- 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 end-to-end design and research efforts for a frontend redesign
- 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

JASON'S EDUCATION

MS Human-Computer Interaction

University of Michigan | 2009

BA Anthropology

University of Michigan | 2007

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

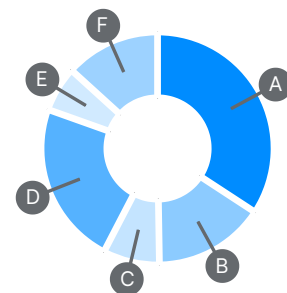
I see potential in others, alive with possibilities, and help them realize it



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