

● DATA-DRIVEN DESIGN LEADER · CHARLEVOIX, MICHIGAN

JASON STEWART

I turn complexity into momentum by **making the right connections**: design craft to business strategy, people to purpose, technology to outcomes.

CRAFT

LEADERSHIP

TECHNOLOGY

OUTCOMES

17 yrs

DESIGNING SINCE 2009

9+1

INDUSTRY AWARDS + VIBRANCY

925K+

VEHICLES CARRYING MY WORK

\$10.6M

UX DELIVERED IN 12 MONTHS

FOUR PILLARS. ONE PRACTICE.

Craft, leadership, technology, and outcomes. My work has always lived where all four meet, and they compound on each other.

PILLAR 01 CRAFT

Design that **ships, scales, and wins awards**. From federal usability audits to the cockpit of an American supercar.

17

YEARS OF DIGITAL DESIGN

Practicing professionally since 2009, from usability labs and Fortune 500 audits to production interfaces in the world's most scrutinized vehicles.

9

INDUSTRY AWARDS AT GM

Nine awards as a Lead Designer at General Motors, capped by the C8 Corvette winning 2020 Motor Trend Car of the Year. More recently, the 2025 CVS Health Vibrancy Award.

925K+

VEHICLES CARRYING MY WORK

More than 925,000 GM vehicles sold with my interfaces inside: Corvette, Camaro, and Cadillac CT6.

2

PEER-REVIEWED PUBLICATIONS

A Master's in Human-Computer Interaction at 23, published accessibility research, and a Design for Six Sigma Black Belt.

PILLAR 02

LEADER-SHIP

I build teams from zero, run **multiple teams at once**, and coach people into careers they are proud of.

I spend as much time on how a team works as on what it ships.

3x

TEAMS BUILT FROM ZERO

Stood up Audiosocket's product division, Traverse City Whiskey's digital practice, and the Design Enablement team at CVS Health.

3

TEAMS LED AT THE SAME TIME

Led three Pharmacy UX teams simultaneously at CVS Health, covering both the craft and the people, while owning design for a \$3.5B client.

3

CAREERS ADVANCED IN ONE YEAR

Two promotions and one career change facilitated in a single year, plus raises, pivots, and performance plans coached through to wins.

46.5%

VELOCITY GAINED AFTER LAYOFFS

After layoffs cut the team in half, we tightened focus and increased delivery velocity by 46.5 percent.

"Your ability to exceed expectations despite leading a team that was cut to 1/3 of its former size due to layoffs is exemplary. You've been instrumental in helping me, my peers, and the design org navigate the biggest organizational change since the design org was founded over a decade ago."

2025 LEADERSHIP PERFORMANCE REVIEW • CVS HEALTH

PILLAR 03

TECHNO- LOGY

I was a developer before I was a designer. I still build, and **teams across the org rely on the tools I ship.**

Also on the ledger: Figma admin for 7,000+ users through an enterprise license migration, and the Pulse Adoption Dashboard scaled past 500,000 records and caught Figma's attention for Config 2025.

7

YEARS IN TECH BEFORE DESIGN SCHOOL

School district networks, PHP, SQL, and Ruby on Rails came first. I can hold a spec conversation with engineers without needing a translator.

2,000+

USERS ON MY AIRTABLE SOLUTIONS

Airtable MVP, Certified Builder, admin, and evangelist at CVS Health. cSAPT tracked the Super App redesign in real time, and my apps became org-wide infrastructure.

21,000

DESIGN REVIEWS IN CONSILIUM

I designed and built Consilium, the review ecosystem behind nearly every CVS design decision: 95 automations, 23 tables, and a measurable lift in quality.

2,200+

COLLEAGUES UNLOCKED WITH AI

Designed the compliant rollout that freed Airtable AI for nearly 900 colleagues after an 18-month stall, then kept the momentum by unlocking Figma AI for 1,300+ licensed users.

PILLAR 04

OUT- COMES

Design earns its seat at the table by **moving numbers**. Here are some of the ones my teams have moved.

Every metric here is pulled from performance reviews, client records, and public results. Happy to walk through any of them.

+13%

DESIGN CONSISTENCY IN 6 MONTHS

Consilium standardized how design gets reviewed at CVS Health and lifted consistency 13 percent across the org in half a year.

\$10.6M

UX INITIATIVES IN 12 MONTHS

Led production and pre-sales design worth \$10.6M at Perficient for Caterpillar, Ascension, GoHealth, Learning Care Group, and Kent.

+17%

DEV MODE ADOPTION LIFT

Drove Figma Dev Mode adoption from under 3 percent to 20 percent of active files, tightening the handoff between design and engineering.

-40%

DEPARTMENT SPEND, SAME OUTPUT

Cut Audiosocket's departmental spending by 40 percent while stabilizing the technology stack and de-risking the platform.

TRUSTED WITH THEIR PRODUCTS.

Employers and clients who put their names on my work.



CVS ♥ Health

aetna

CAT ▲

Ascension

||| audiosocket

■ perficient

TRAVERSE CITY WHISKEY CO.

ForeSee Results

FIRST BUSINESS TO ENTERPRISE SCALE.

Four decades of momentum, with every stop making the next one bigger.

1984 · 1999

ORIGINS

NORTHERN MICHIGAN

Woods, water, and long summers. The neighborhood's computers needed fixing, so a consulting business was born before a driver's license. The first hint of everything that followed.

FIRST BUSINESS AT 14

1999 · 2003

THE TICKET

SUTTONS BAY HIGH SCHOOL

Computers were the passion. Sports were the ticket. Long jump titles paired with academics earned the trip to Ann Arbor and the door to everything next.

3× STATE CHAMPION

U-M SCHOLARSHIP

2003 · 2009

PEOPLE MEET TECHNOLOGY

UNIVERSITY OF MICHIGAN

Chased people and history through Anthropology, Classical Archaeology, and Science & Technology Studies, then joined behavior and technology at Michigan's School of Information. Taught undergrads and led the Talking Points research project.

3 DEGREES

MS HCI

2 PUBLICATIONS

2009 · 2010

FORESEE RESULTS

SENIOR USABILITY AUDITOR

Trusted to present findings to executive leadership from day one, auditing the country's highest-profile digital properties and building the team's internal Rails tooling on the side.

50+ AUDITS

SENIOR IN <1 YR

2010 · 2018

GENERAL MOTORS

PRODUCT UX LEAD

Founding member of GM's UX practice. Led three geographically distributed design teams through the four-year development cycles behind the company's highest-profile performance programs, from concept sketches to production sign-off.

9 INDUSTRY AWARDS

8 PRODUCTS LAUNCHED

2018 · 2020

AUDIOSOCKET

PRODUCT & DESIGN MANAGER

Stood up the product division: design, research, product, and engineering under one roof. Launched the company's first music subscription platform and migrated core services off an aging proprietary stack.

0 → 1 DIVISION

-40% SPEND

2020

TRAVERSE CITY WHISKEY CO.

INTERIM DIGITAL PRODUCT DIRECTOR

The pandemic pivot. Brought in to take a distillery digital overnight: a new eCommerce operation, vendor and marketing strategy, and a website rebuilt under surge conditions while orders exploded.

24 HR RELAUNCH

29,000% SURGE

2020 · 2021

PERFICIENT

EXPERIENCE DESIGN DIRECTOR

Led design teams between five and eight across five client engagements for Caterpillar, Ascension, GoHealth, Learning Care Group, and Kent, from pre-sales through delivery.

\$10.6M DELIVERED

5 PROGRAMS AT ONCE

2021 · 2022

CVS HEALTH · PHARMACY

SENIOR MANAGER, UX DESIGN

Ran craft direction and people leadership across the Pharmacy portfolio in parallel, anchored by the Caremark white-label platform for Blue Cross of California.

3 TEAMS AT ONCE

\$3.5B CLIENT

2022 · TODAY

NOW

CVS HEALTH · DESIGN ENABLEMENT

SENIOR MANAGER, DESIGN ENABLEMENT

Asked to build the Design Enablement team from scratch. Now the org's engine for design data, tooling, and AI automation, shipping the internal apps that thousands of colleagues run their days on.

0 → 1 TEAM

VIBRANCY AWARD 2025

AIRTABLE MVP

CORVETTE PERFORMANCE DATA RECORDER

The world's first factory-integrated track telemetry system, and how I designed its second generation. Recorded here in eight frames.



[Watch on the website](#)

THE BRIEF

The 2014 C7 Corvette shipped synchronized HD video with live vehicle telemetry, recorded from the driver's seat. Generation one proved the concept. I was asked to lead the UX for generation two and make it worthy of the badge.



FOUR SCENARIOS

I mapped the product to four real behaviors: capture the track day, document the road trip, analyze performance, and brag to friends. Every design decision that followed would be graded against them.

03 / 08



LISTENING AT THE SOURCE

I mined GM's owner feedback channels, then went to the National Corvette Museum in Bowling Green, Kentucky, where owners lined up to talk with me.

04 / 08

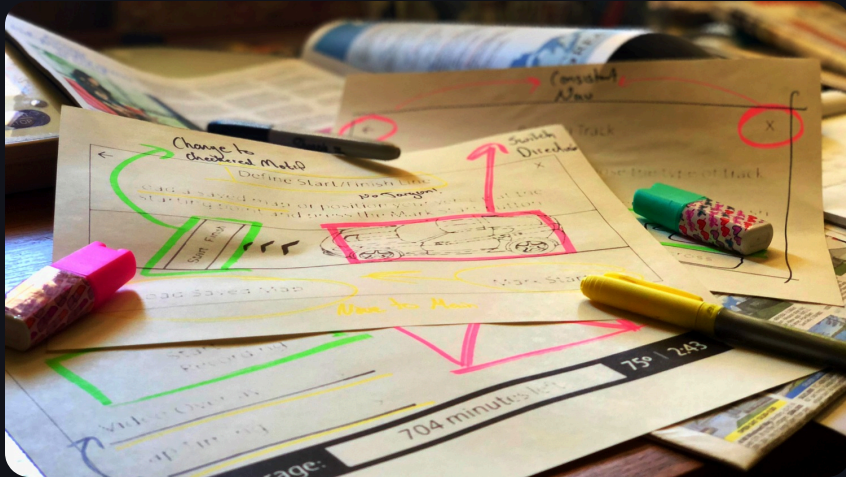


[Watch on the website](#)

BENCHMARKING THE FIELD

Porsche's Track Precision and Ferrari's Telemetry were the closest rivals. A structured SWOT showed exactly where our system was strongest and where the interface could press that advantage.

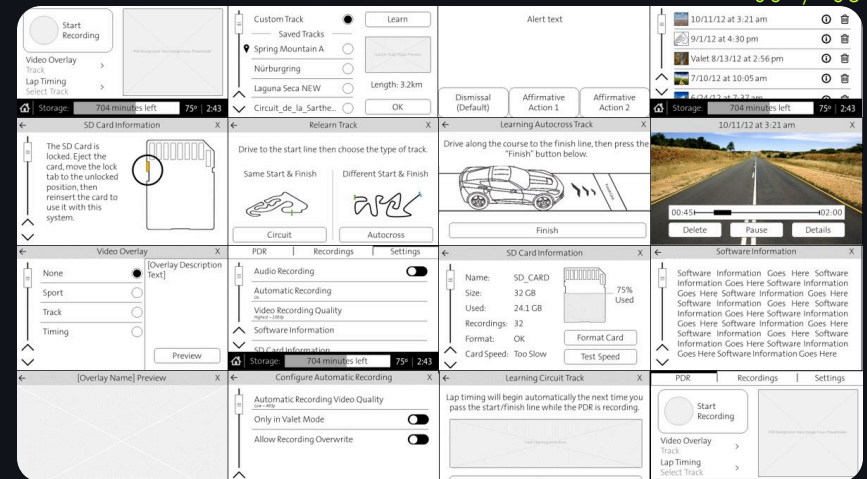
05 / 08



DESIGN PILLARS

Four pillars anchored every call: Use What I Already Know.
Jargon Free and Proud to Be. Design Simplicity, Afford Depth.
Remember, It's Exciting.

06 / 08



CONCEPTS TO PROTOTYPE

A Home plus Tabs architecture, with purpose-built layouts where the inherited framework fell short. Roughly ten key screens, from lap timing and track selection to overlay settings and playback.

07 / 08

[Watch on the website](#)

TESTED AT SPEED

Budget covered about 10 percent of proper testing, so I got creative. Spring Mountain Motor Resort opened its track, cars, instructors, and students. We swapped the center display for a tablet prototype and ran static and dynamic tests in the Nevada desert, with racing telemetry insight from Pratt & Miller.

08 / 08

[Watch on the website](#)

SHIPPED IN THE C8

Findings drove new layout templates, an Axure spec, and a modular HMI that survived scope cuts without breaking. After tuning rounds with the supplier, the second generation PDR shipped in the 8th generation Corvette.

UX LEAD · RESEARCH · PROTOTYPE · SPEC

ALSO SHIPPED More production programs I led design for. You can still spot every one of them on the road.



CUSTOMIZABLE GAUGE CLUSTER
Navigating the variable gauge setting using the toggle controls. Allows customized data display for your personalized driving experience.

[Watch on the website](#)

C7 CORVETTE CLUSTER

IN CORVETTES 2014 TO 2019

Led the distributed design team behind the Stingray's reconfigurable gauge cluster, from first concept to production spec.



[Watch on the website](#)

1ST GEN PDR

CORVETTE · CAMARO · CADILLAC V

End-to-end interaction design for the world-first factory telemetry recorder. The story above is its sequel.



CAMARO CLUSTER

IN CAMAROS 2016+

Led UX for the sixth generation Camaro's digital cluster. The same platform later spread across other GM vehicles.



[Watch on the website](#)

C8 CORVETTE CLUSTER

2020 CAR OF THE YEAR

End-to-end interaction design for the mid-engine Corvette's cluster, shipped in Motor Trend's 2020 Car of the Year.

ONE SET OF PATTERNS. REBUILT EIGHT TIMES.

A federally recognized tribal government in Northern California serves four communities spread along a single highway corridor. Its members kept hitting friction. I went looking for why, and found the answer in how the work was organized rather than in any one department.

DISCOVERY SCOPE

9

SESSIONS LED

43

STAFF INTERVIEWED

8

DEPARTMENTS

3

COMMUNITIES VISITED

150

MILES OF HIGHWAY

01

WHERE IT STARTED

My wife and our six children are enrolled tribal members, and I have filed the enrollment paperwork six times. It was cumbersome every time. Somewhere upstream of that form, something structural was making it hard. When a friend who dealt with the same tribal government described hitting the same wall, I knew it was not just us.

02

I SOLD DISCOVERY FIRST

I already suspected the answer was software, but proposing software on a suspicion would have been guesswork with their money. So I proposed a paid discovery engagement to interview the people doing the work and find out what was actually breaking. If the evidence contradicted me, they deserved to know that before committing to anything larger.

03

THE SAME ARC, EVERY SESSION

I led every one of the sessions. Each opened the same way and followed the same question arc, so the answers could be compared instead of merely collected. Each began with a walkthrough of a rough prototype, because people react to something concrete far more usefully than they answer an abstract question. Then I mostly listened.

If a key person left tomorrow, what process or information would be hardest to reconstruct?

THE QUESTION THAT OPENED THE MOST DOORS

04

WHAT WE COUNTED

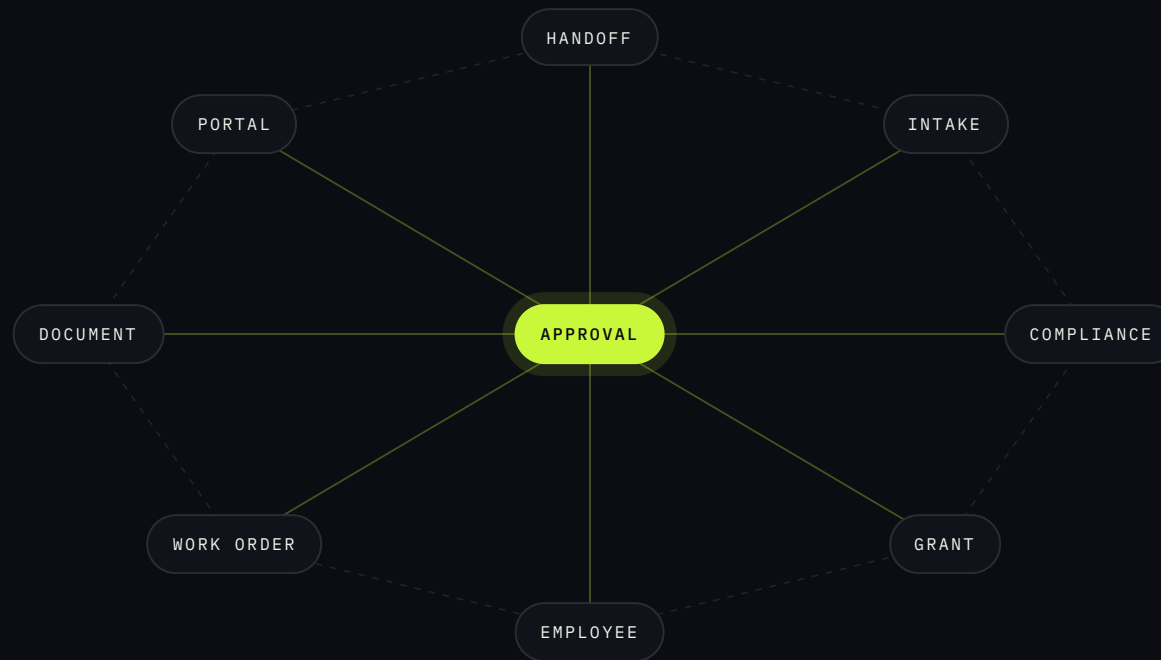
Everything went into a structured database I built during the engagement, so every finding tied back to a specific workflow rather than to an impression.



05

THE PATTERN

Nine workflow archetypes accounted for every workflow we documented, and underneath them the same few primitives kept recurring: intake, approve, assign, track, report, notify, publish, attribute. Eight departments had each built their own version of those primitives, separately, on paper and email, with small variations that quietly produced rework and gaps. Approval was the hub, a dependency of every other archetype.



NINE ARCHETYPES, ONE DEPENDENCY

Approval sits at the center as a dependency of all eight others. The faint outer ring is the larger system every department was part of and none could see on its own.

01 Sequential Approval Chain

A request waits on a fixed line of approvers before anything downstream can move.

02 Cross-Department Handoff Trigger

One department finishes, another must act, and the signal traveled by memory.

03 Member Intake and Case

A member applies, gets screened, assigned, and tracked to a decision.

04 Recurring Compliance Report

One person gathers data from many contributors against an external deadline.

05 Grant Lifecycle

Opportunity to application to spending to reporting to closeout.

06 Employee Lifecycle

One personnel action fans out into tasks across IT, finance, facilities and land.

07 Work Order and Field Operation

A request becomes a dispatched job, completed on site and costed.

08 Document and Policy Lifecycle

Draft, review, approve, publish one authoritative version, archive.

09 Member Portal and Service Discovery

A member finds a program, applies through whatever channel exists, and waits.

THE REDUNDANCY · EIGHT DEPARTMENTS, ONE SPINE

01	INTAKE	APPROVE	ASSIGN	TRACK	REPORT
02	INTAKE	APPROVE	ASSIGN	TRACK	REPORT
03	INTAKE	APPROVE	ASSIGN	TRACK	REPORT
04	INTAKE	APPROVE	ASSIGN	TRACK	REPORT
05	INTAKE	APPROVE	ASSIGN	TRACK	REPORT
06	INTAKE	APPROVE	ASSIGN	TRACK	REPORT
07	INTAKE	APPROVE	ASSIGN	TRACK	REPORT
08	INTAKE	APPROVE	ASSIGN	TRACK	REPORT
All 8	INTAKE	APPROVE	ASSIGN	TRACK	REPORT

EIGHT DEPARTMENTS, EIGHT REBUILDS

Each department had built its own version of the same primitives, separately, on paper and email. Small variations multiplied across eight departments into real rework.

ONE SPINE, BUILT ONCE

The recommendation collapses all eight into a single shared set of primitives, built one time and owned by the tribal government.

06

WHAT IT PUT AT RISK

None of this was anyone's failure. One department had watched the buildings and land it maintains grow roughly tenfold since 1996 while its own staffing stayed flat, and between 85 and 90 percent of the tribe's funding comes from outside, arriving with its own reporting obligations attached.

THE EXPOSURE • FOUR EXAMPLES

30 YEARS

of land records living on one personal thumb drive, with no backup.

25,000 PAGES

in one physical binder, the only authoritative archive of signed policies since 2006.

8+ DAYS LOST

in mail routing before a federal letter with a 30 day response window reached the right desk.

24 SENDS

of a single contract over two months before it was signed.

07

WHAT WAS WORKING ANYWAY

What struck me most was how much still got done. People had built their own systems to keep serving members: a grant tracker taught to themselves from tutorial videos, a hand-built contractor payment ledger, a full-year reporting calendar covering 47 separate obligations.

The workarounds were the evidence. Every one of them marked a place where the infrastructure should have been.

THE RECOMMENDATION

One operations platform owned by the tribal government, which builds those shared primitives once instead of eight times. I specified it in a requirements document written to be vendor portable: 172 pages, 34 features with acceptance criteria, a twelve entity data model, accessibility to WCAG 2.1 Level AA, and the federal reporting obligations they already carried. They could have handed it to any developer and asked for a bid.

THE OUTCOME

They asked me to build it instead.

● PAID DISCOVERY

● RECOMMENDATION

● BUILD AWARD

SIX FIGURES. NO COMPETITIVE BID.

The discovery work led straight into the build contract. All eight departments will run on the platform, and the contract carries it through data migration, training, support and change management.

I had never worked in tribal government before this. The domain was new to me, but the method was the same one I have used everywhere else.

ADOPTION, USAGE AND TIME SAVED GET MEASURED AFTER DEPLOYMENT.

PEOPLE TALK. HERE'S WHAT THEY SAY.

Pulled from LinkedIn recommendations, performance reviews, and direct feedback.

Strategic Vision & Execution

“

Your ability to rapidly assemble a high-performing team and provide clear strategic guidance has been one of the most significant contributors to our success.

LEADERSHIP PERFORMANCE REVIEW · CVS HEALTH

“

Jason demonstrated that he is able to take a general vision and make it his own with an amazing can-do attitude.

VP OF DESIGN · CVS HEALTH

“

Despite unprecedented challenges, you've continued to drive initiatives with measurable impact that elevate our organization as a whole.

LEADERSHIP PERFORMANCE REVIEW · CVS HEALTH

“

Jason helped our team transition from processing 1 order a day to more than 1,000.

PRESIDENT & CO-FOUNDER · TRAVERSE CITY WHISKEY CO.

“

Jason possesses a keen eye for detail and a talent for streamlining processes via actionable data.

PRODUCT MANAGEMENT LEADER · CVS HEALTH

“

Jason is a true natural leader who drives solutions into reality.

SENIOR LEADER · FORESEE RESULTS

Empathetic & Supportive Team Building

“

Your ability to adapt, innovate, and lead with both empathy and strategic clarity is a testament to your outstanding leadership.

LEADERSHIP PERFORMANCE REVIEW · CVS HEALTH

“

Jason provided a comfortable, supportive environment by genuinely attending to human needs and work/life balance.

UX DESIGNER · PERFICIENT

“

A great mentor is the phrase that comes to mind when I think of Jason.

SENIOR UX DESIGNER · PERFICIENT

“

His calm leadership was instrumental in our success, and he demonstrated respect for every member of the team.

PRODUCT DESIGNER · PERFICIENT

“

Jason is an extraordinary combination of dedication, diligence, intelligence, and niceness.

TECHNICAL COMMUNICATIONS SPECIALIST · JOHNSON
CONTROLS, GM PARTNER

“

Jason's energy and vision made the project possible and inspired the entire team.

RESEARCH TEAMMATE · UNIVERSITY OF MICHIGAN

“

His blend of technical expertise and approachability sets him apart.

COLLEAGUE · UNIVERSITY OF MICHIGAN

Communication & Trust

“

He earned the trust and respect of every executive, as well as our Board of Directors.

CEO & CO-FOUNDER · AUDIOCKET

“

Jason enables his team's success through being direct, strategic, and communicative.

PRODUCT LEADER · AUDIOCKET

“

I could always count on Jason in tight situations, thanks to his confident communication.

UX DESIGNER · FORESEE RESULTS

“

Jason is a trusted, key person whose expertise ensures successful solutions.

INTERACTION DESIGN LEAD · GM PROGRAM PARTNER

“

Jason's ability to network and elevate the visibility of our team was invaluable.

UX RESEARCHER · FORESEE RESULTS

“

Jason possesses a rare mix of outstanding analytical and client skills.

SENIOR PRODUCT MARKETING LEADER · FORESEE RESULTS

Innovation & Problem Solving

“

His feedback was deeply attentive to detail, expanding creative possibilities and inspiring innovative solutions.

UX CONTENT LEAD · CVS HEALTH

“

Jason had a unique and innovative perspective that drove tangible improvements.

SENIOR LEADER · FORESEE RESULTS

“

Jason would do whatever it takes to get the job done.

UX RESEARCH MANAGER · FORESEE RESULTS

“

Jason's eagerness to contribute and achieve successful solutions for the team was always highly appreciated.

SENIOR MANAGER, BRAND & EXPERIENCE OPERATIONS · CVS
HEALTH

THE OVERACHIEVING IS A PATTERN.

The professional story starts earlier than the resume. Here is the shape of it, off the clock.

14

Started my first technology consulting business
Ninth grade, fixing computers and designing websites

3x

State champion in long jump
Michigan high school track and field

1

Athletic and academic scholarship
University of Michigan

3

Undergraduate degrees
Anthropology · Classical Archaeology · Science & Technology Studies

23

Age I completed my Master's in Human-Computer Interaction
University of Michigan School of Information

6

Kids, one marriage since 2008
The team I'm proudest of



HOW I'M WIRED

CLIFTONSTRENGTHS · TOP 5

The CliftonStrengths assessment is a performance-based tool that identifies an individual's natural patterns of thinking, feeling, and behaving, categorizing these unique talents into 34 specific themes across four primary domains. These themes, which include areas like Strategic Thinking and Relationship Building, serve as a foundation for personal and professional growth by turning innate talents into strengths.

01

ADAPTABILITY

I go with the flow, discovering the future one day at a time.

02

BELIEF

I hold core values that do not change, and draw purpose from them.

03

CONNECTEDNESS

I have faith in the links among all things, believing few events are coincidence.

04

DEVELOPER

I recognize and cultivate potential in others, and notice every small improvement.

05

INTELLECTION

I am introspective, and drawn to intellectual activity and discussion.

Four years. Three crossings.

120 square feet.

We sold nearly everything, moved our family into an Airstream, and criss-crossed the United States three times over four years, with runs into Canada and Mexico. Adventure is a family value, and we have never minded living against the grain.

132 STOPS





● LOY BUTTE, ARIZONA

[Watch on the website](#)



Aerial drone view of the Airstream camped in the red rocks near Sedona, Arizona



Parked beneath a desert butte under a huge sky



Morning light in the high desert



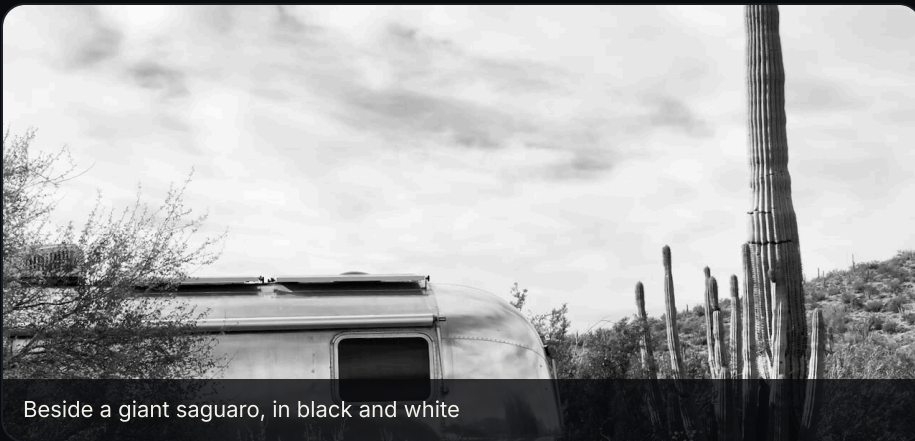
Towing the Airstream down a dirt road through red rock canyon country



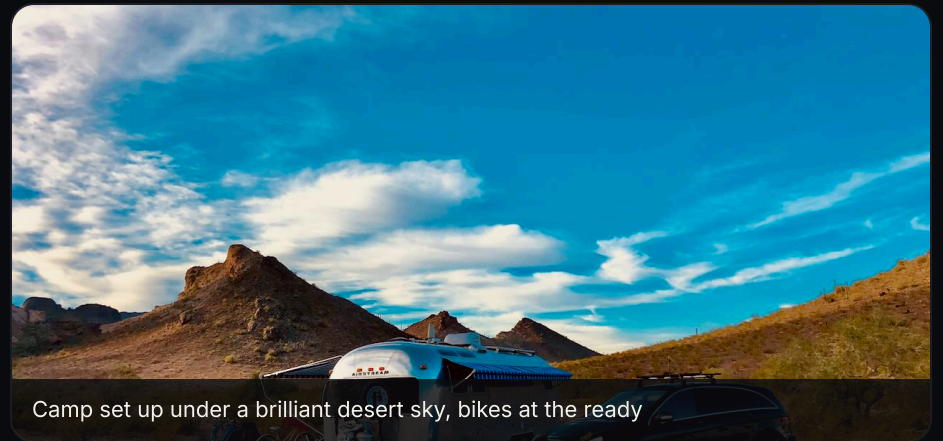
Desert sunset glowing off the aluminum



Camped beneath jagged desert peaks



Beside a giant saguaro, in black and white



Camp set up under a brilliant desert sky, bikes at the ready



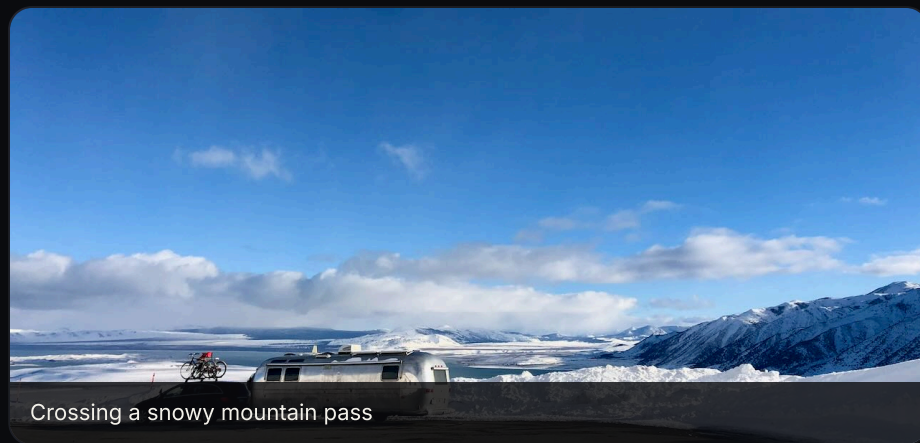
A curious horse grazing beside the Airstream



Camped among the redwoods



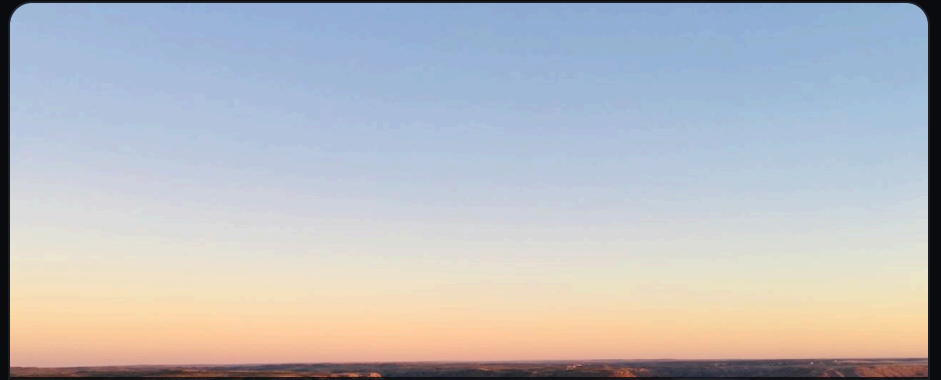
Dusk on a ridgeline above the fog



Crossing a snowy mountain pass



Parked at a rugged coastal overlook



Lakeside camp at sunset



Beach camp at the water's edge



Boondocking on white sand with fellow travelers



Golden hills with the rig tucked into the valley



Alone in a wide green field under a big sky



Campsite under moss-draped oaks, awning out



Storm light over the desert

LET'S MAKE IT REAL.

If you are hiring a design leader who ships craft, grows people, bends technology to the mission, and moves the numbers that matter, we should talk.

EMAIL JASON

LINKEDIN

RÉSUMÉ

JASON STEWART · CHARLEVOIX, MICHIGAN

CRAFT · LEADERSHIP · TECHNOLOGY · OUTCOMES

† JESUS SAVES

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