

JASON STEWART

Experience Design Leader

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RECENT EXPERIENCE

Senior Manager, UX Strategy & Design

CVS Health 2021 Remote

Health Services Retailer

- Established "Design Enablement" team, implementing CVS-specific best practices to improve Design velocity & quality
- Built Consilium, design review app used by 100% of Design org
- Led 3 Pharmacy UX design teams (simultaneously)
- Oversaw design effort for \$3.5B client (Blue Cross of California)
- Spearheaded AI, Airtable & Figma implementation within Design
- Built cSAPT, real-time executive metrics dashboard for CVS's "Super App" redesign initiative

Experience Design Director

Perficient 2020 - 2021 Remote

Digital Consultancy

- Managed teams of 5-8 UX designers & led UX efforts > \$10.6M
- Led the multi-site + mobile redesign for Caterpillar
- Rebuilt an employer solutions experience for the nation's 3rd largest childhood education provider
- Developed Ascension's Affordable Care Act (ACA) experience
- Built GoHealth's check-in and visit management experience
- Created 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 hand sanitizer sales
- Created RFP for mobile-first redesign; 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

- Scaled a product team from 1 to 10 in six months and introduced strategies that reduced annual expenses by 34%
- Conceived and executed a CMS migration effort, fundamentally changing the way the company organizes, monetizes and administers music catalogs
- Led complete frontend redesign of primary digital property
- Defined, sold and executed a subscription product strategy

Product + UX Lead

General Motors 2010 - 2018 Remote

High Performance Vehicle Manufacturing

- Receipt of Wards Auto 2014 Best Interiors Award and Motor Trend's 2020 "Car of the Year", both for Corvette
- Directed the UX design of 8 gauge cluster families
- Pioneered OEM driving analysis tools with the 1st and 2nd generation Performance Data Recorder (PDR)
- Player / Coach, leading 3 product design teams while crafting 2 product specs and leading authors writing 6 others

EDUCATION

MS Human-Computer Interaction

University of Michigan | 2009

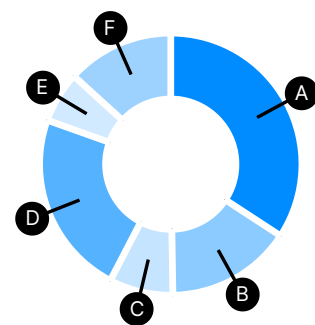
BA Anthropology

University of Michigan | 2007

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** Problem solving and 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