Experience Design
UX Design Leader

JASON STONE

415-505-1752

San Francisco Bay Area, California
USA 94080

j-stone1@outlook.com
jstone.carbonmade.com
(IPW “showme”)

Skills

- Human-Centered Design Expert
- Design Thinking
- Design Leadership
- Discovery Research
- User Research
- Design Workshop Leader
- Persona Development
- User Goal Definition
- Problem Statement Definition
- Research Synthesis
- User Stories
- Journey Map
- Service Blueprints
- Project / Feature Prioritization
- Information Architecture
- Key Screen Sketching
- Wireframing
- High Fidelity Prototyping
- Branding and Design Systems
- Usability Testing
- Design Management
- Qualitative Research / Ethnography

Accomplished in UX design leadership, Jason boasts over 15 years of rich experience in human-centered design spanning Product, Service, and Industrial Design domains. Proficient in guiding product teams through the design journey, Jason crafts comprehensive end-to-end experiences that go beyond mere product interfaces.

His toolkit is diverse, encompassing digital tools like Figma, Sketch, InVision, Miro, Jira, Confluence, Adobe CS, and G-Suite, alongside traditional tools like pen, paper, and post-its, seamlessly blending in-person and remote collaboration. Known for his creative, innovative, and forward-thinking leadership, Jason thrives in collaborative environments, driving teams towards excellence.

With exceptional communication, problem-solving, and time management skills, coupled with a keen business acumen, Jason fosters positive relationships across diverse backgrounds and organizational levels. As an articulate communicator, he is dedicated to delivering impactful design solutions.

Experience

Lead UX Designer, Service Platforms, Natera (cfDNA testing lab) San Carlos, CA, 3/22-6/24
Led the initiative to modernize internal systems, focusing on improving the user experience for CX users.
- Collaborated closely with users to integrate multiple technologies, aligning capabilities, and providing a unified platform for internal support users.
- Conducted primary research to gather insights, inform strategy, and develop personas.
- Produced flows, wireframes, and detailed UI designs for development, leveraging design systems.
- Managed contract partners located in Serbia to ensure project success.

Director of Design, Web App EHR, Ontada, McKesson (EHR Medical) San Francisco, 3/20-2/22
Leading UX initiatives across strategy, product, and web design for an Oncology practice platform within a Fortune 10 company. Responsibilities include:
- Spearheading a focused team to conceptualize and deliver a forward-thinking vision for the EHR application, engaging with C-Suite executives and diverse stakeholder groups.
- Guiding design efforts on critical functional capabilities within the iKnowMed application.
- Collaborating closely with the Head of UX to define components, user goals, and workflows.
- Conducting and synthesizing primary research with physicians and oncology clinicians to inform design decisions.
- Certified OKR Coach, developing measurable UX goals aligned with business objectives.

Sr. UX Architect / Service Designer, Proteus Digital Health (Med-Tech) Redwood City, CA 1/19-1/20
Playing a pivotal role in strategy, product, and service delivery teams within a mature med-tech startup. Key achievements include:.
- Solving UX architecture challenges for high-priority projects, such as the connection model.
- Enhancing service design models through onsite workshops and collaboration with partners like Desert Oasis Health Care.
- Leading service design efforts and aligning end-to-end experiences with commercialization strategies.
- Advocating for human-centered design methodologies within the digital product development cycle, integrating with SAFe framework.
- Effectively communicating UX and service design strategies to stakeholders across all levels.

Sr. UX Architect, Albertsons Companies (e-commerce, CX) Pleasanton, CA 3/18-10/18
Providing UX/UI design leadership for e-commerce initiatives within the E-Comm team. Notable contributions include:
- Leading omnichannel UX integration efforts, including e-receipts across retail banners.
- Developing an omnichannel approach to e-commerce by unifying brands and artifacts.
- Conducting A/B testing and usability testing of prototypes for transactional e-commerce applications.
- Creating UX frameworks for transformative redesigns of primary e-commerce platforms.
- Facilitating design thinking workshops to establish human-centered design frameworks, journey maps, and personas.

Director of Design, FutureBrand (brand strategy, and design) Redwood City, CA 2017-2018
- Provide leadership of design teams on cross-functional experience design across digital, physical and brand.
- Create and facilitates product design solutions for a variety of clients from venture-funded start-ups to Fortune 10 companies.
- Responsible for creative vision and overall quality of work on projects.
- Led internal design group and co-creation sessions following a human-centered design process.
- Create BD proposals and pitches for projects to potential clients.

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Awards and Media

IDEA: 2 Awards Red Dot Award: Product Design **3 Awards**
iF Awards (International Forum Design, Germany) 4 Awards
Innovations Awards / CES 18 Awards

Design SFO Airport exhibit
July - December 2007
United Terminal Exhibit on Bay Area Industrial Design, 2 kiosks

Engadget Lead story on July 10, 2014 “Two years to Tango: the race to finish Google's 3D-mapping tablet.”

Education

Academy of Art University, San Francisco, California USA — BFA Industrial Design.

Seattle Pacific University, Liberal Arts, Transfer to AAU.

General Assembly, UX certificate program 10-week course.

WorkBoard, **Certified OKR Coach**

Director of Design, **Speck Design** (research, design and engineering firm) San Francisco CA, 2014-2017
- Led project and experience design for Ford urban mobility project.
- Created new workflow, UX and led creative effort for MediBeacon Kidney function monitor.
- Directed cross-functional design teams on projects, ethnographers, visual designers, UX, and engineers.
- Participated in the gathering and synthesis of qualitative user research through ethnographic data and firsthand interviews.
- Managed creative output, team dynamics and resource pool for design projects.

Project Lead, **Speck Design** Palo Alto, CA, 2011-2014
- Directed cross-functional design teams on projects: ethnographers, visual designers, UX, and engineers.
- Lead flagship projects for Google’s Project Tango, Microsoft Minecraft wearable device.
- Created a new flagship design project for Adept (Omron) Lynx, patents awarded.
- Responsible for setting the tempo and leading teams on successful engagements with our clients.
- Integrated UX and ID and engineering disciplines utilizing a human-centered design framework.

Design Manager, Kensington (consumer electronics, computing and smartphone accessories)
- Developed a winning B2B design strategy for the input product category.
- Successfully placed designed products within Apple retail channel.
- Created a successful design language for a line of high-density power products.
- Led design of UX for input devices, incorporating a human-centered design approach.

Patents and IP

USA Issued Patents: US 7558898, USD 722281, USD 717208, USD 722631,USD 722632, USD664921, USD736117