

Jason Lewis

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Portfolio: www.creativejason.me

Product Design (UI/UX) Leader & Problem Solver

Team Leader | Problem Definition, Scoping, & Research | Holistic UX

Tech leader with 15+ years of experience in product design and development, specializing in creating user-centered digital experiences across mobile, web, and streaming media platforms. Private pilot who brings the same precision and attention to detail to product design as to aviation. Expertise spans the entire product lifecycle—from identifying user pain points through research to delivering pixel-perfect UI implementations, gathering both quantitative and qualitative data after release, and iterating accordingly.

Demonstrated success in managing cross-functional teams of designers and engineers, with a comprehensive understanding of development processes that enables effective leadership and communication between disciplines.

Career Snapshot:



Senior Product Designer

SiriusXM / Pandora | Aug 2024 - Present



Lead Product Designer

Nine By Twelve | Nov 2023 - Jul 2024



Director of Product Design

Robin Healthcare | Jan 2022 - Oct 2023



Lead UI/UX Designer & Strategist

The Freeman Company | May 2019 - Dec 2021



Director of Product | Co-Founder

Bundil | Jun 2017 - Oct 2021



Head of Product | Co-Founder

Church Flow | Feb 2007 - Oct 2018



Multimedia Designer

Pebble Creative | Feb 2004 - Oct 2017

Education:

University of Arkansas - Fayetteville, AR

Major: Electrical Engineering + Mathematics

Professional Skills & Tools:

- Pushing pixels as an IC as well as leading both technical and non-technical product teams in both Agile and Waterfall environments for both B2C and Enterprise SaaS.
- Bridging the gap between business, product, and engineering
- Understanding user behavior, needs, and preferences to create user-centered solutions
- Ability to align stakeholders and creatives using essential project management strategies to organize complex problems/ideas and hone in on the best solutions to implement and test
- Creating design systems, storyboards, wireframes, user flows, interactive prototypes, process flows
- Video production, motion graphics, and video editing, video and audio streaming
- Figma, Sketch, Miro, Adobe CC (Photoshop, InDesign, After Effects, Premiere Pro), Wordpress, Webflow, Zapier, HTML, CSS, Whimsical,, Airtable, Smartsheet, Ai Chat tools

Detailed Experience:

Senior Product Designer

SiriusXM / Pandora | Aug 2024 - Present

As a product designer on SiriusXM's Growth Design team, I play a pivotal role in enhancing the customer journey across critical business touchpoints. My expertise was leveraged to optimize various conversion and retention-focused experiences. My key contributions include:

- Redesigning marketing flows to improve clarity and conversion rates, creating more intuitive pathways for potential subscribers
- Overhauling purchase experiences to reduce friction and abandonment while increasing completion rates
- Developing retention-focused design strategies to improve subscriber lifetime value and reduce churn
- Leading design implementation for FTC negative option rule compliance, ensuring transparent subscription practices while maintaining conversion performance
- Collaborating with cross-functional teams including marketing, legal, and development to ensure successful implementation

Lead Product Designer

Nine By Twelve | Nov 2023 - Aug 2024

As Lead Product Designer for a B2B SaaS shared mailer management platform, I directed comprehensive design initiatives while managing three direct reports.

- Recruited and managed a team of designers and engineers, providing mentorship and guidance
- Collaborated with executive leadership to shape product strategy and roadmap prioritization
- Balanced user needs with business objectives to determine feature prioritization
- Led the design implementation of integrated payment processing, invoicing capabilities, ad approval workflows, and affiliate management systems, lead generation tools, and more.
- Facilitated cross-functional collaboration between design, engineering, and business teams

This role required a combination of strong design leadership, strategic product thinking, and team management skills to transform a complex business workflow into an intuitive digital experience that successfully served multiple user needs.

Director of Product Design

Robin Healthcare | Jan 2022 - Oct 2023

As Director of Product Design at Robin Healthcare, I led the design organization through a transformative period of AI integration and operational optimization in the healthcare technology space. My leadership responsibilities included:

- Managing and mentoring a team of product designers and UX researchers, fostering professional growth and maintaining design excellence.
- Guiding the product design team through the company's strategic pivot to AI-powered automation for video/audio data extraction and SOAP note composition
- Continuing to contribute as an individual contributor on critical UI/UX design initiatives while maintaining leadership responsibilities
- Implementing design improvements that directly contributed to reducing the company's Cost of Goods Sold (COGS) by over 40%
- Balancing technical innovation with healthcare-specific user needs to create intuitive, efficient workflows for both our internal team of scribes, but our medical doctor clients as well.

This role required deep expertise in healthcare UX, AI-integrated design systems, and team leadership during periods of rapid technological transformation within a regulated industry.

Lead UI/UX Designer & Strategist

The Freeman Company | May 2019 - Dec 2021

This multifaceted role required versatility across design disciplines, technical implementation, and strategic planning to support both client-facing initiatives and internal communication systems during a period of significant industry transformation for a privately owned general services contractor branching into marketing services generating annual revenues of over \$2B.

Director of Product Design & Co-Founder

Bundil | Jun 2017 - Oct 2021

As Director of Product at Bundil, I led the product vision for an innovative fintech application that converted spare change from everyday purchases into cryptocurrency investments. Implementing UI/UX design and marketing strategies that garnered national attention, resulting in an invitation to pitch on **ABC's Shark Tank** just two days after product launch, where we secured an investment from Mr. Kevin O'Leary.

Head of Product & Founder

Church Flow | Feb 2007 - Oct 2018

I led the development of a specialized B2B SaaS platform offering live and on-demand video streaming services tailored for religious organizations, but also used by schools and local governments. This role required strategic product vision, technical understanding of video streaming technologies, and leadership skills to bring a specialized streaming platform from concept to market success and ultimately to a profitable exit through successful acquisition by Sky Cast Media.