Jason Martell

Senior Product Designer

Contact: 323-428-4286 | jasonmartell2012@gmail.com
Portfolio: http://jasonmartell.com/design

About Me

I am a seasoned Senior Product Designer specializing in user-centric design, with a track record of success at leading companies like Meta, Acorns, and Dreamworks. I've spearheaded significant design initiatives, leveraging my expertise in design system thinking, conducting user research, and identifying pain points and opportunities. As a successful entrepreneur, I've co-founded ventures like Godtube and Acorns, showcasing my talent for innovation and scaling products to success.

Experience

FEVO
Senior Product Designer | Dec 2022 – Present
At FEVO, my role involves integrating artificial intelligence (AI) into our product offerings, transforming our solutions and user experiences. I spearhead the development of AI-driven features, emphasizing user-centric design and data-driven decision-making to craft intuitive, data-enhanced interfaces. My collaboration with AI engineers and product managers aims to bridge the design-technology gap, ensuring a seamless AI integration across our products.

Meta
Senior Product Designer | Dec 2020 – Oct 2022
My focus at Meta was centered on User-Centric design, putting users at the heart of the design process. Through conducting user research, usability testing, and iterating designs based on user feedback, I aimed to create processes that would make design success a repeatable outcome, ensuring success across product launches.

Evolus
Senior Product Designer | Dec 2019 – Dec 2020
At Evolus, my contributions were pivotal in developing loyalty and rewards programs to enhance customer retention and satisfaction. I designed seamless user experiences around discounts, coupons, and points systems, integrating these elements cohesively with the company's product offerings. By leveraging design system thinking, these loyalty programs were crafted to be both attractive and meaningful, significantly boosting user engagement and strengthening brand loyalty.

Blast
Senior Product Designer + Co-Founder | Jan 2017 – Dec 2019
In my role at Blast, I led the creation of a distinctive loyalty program that connected finance with gaming, utilizing rewards such as points, company credit, and spending cash to incentivize user interaction. This innovative approach not only engaged users but also introduced an entertaining method for financial education. The design and implementation of these loyalty features underscored our product strategy, demonstrating the power of integrating rewards mechanisms to enhance user satisfaction and differentiate our product in the market.

Smart Credit
Senior Product Designer | Jun 2014 - Jan 2017
Responsible for overhauling the product to improve the user experience, I led the direction towards compatibility across iOS, Android, and Mobile Web, preparing for partnerships with major credit companies.

Acorns
Senior Product Designer + Co-Founder | Feb 2012 - April 2014
As employee #2 and co-founder, I played a key role in architecting the user experience and product features, rapidly scaling the company's brand and user base.

Cricket Wireless
Senior Product Designer | Oct 2011 - Feb 2012
I designed the user experience for Muve Music on Android devices, achieving over 1 million users in the first month.

Technicolor / Dreamworks
Senior Product Designer | Feb 2010 - Sept 2011
Led the product design process, from researching user needs to designing interfaces for DreamWorks' products.

GodTube
Senior Product Designer + Co-Founder | Jan 2008 - Dec 2010
Co-founded GodTube, introducing me to scaling challenges and applying my technical streaming video knowledge.

MTV
Senior Interactive Designer | Jan 2005 - Feb 2008
Part of the team creating web-based social networks for MTV artists and shareable "widgets," enhancing user engagement.

Intel
Web Designer | Jan 2002 - Mar 2005
Brought in to innovate product features around streaming video and video production in the cloud, working closely with internal R&D teams.

Communities.com
Interactive Flash Designer | Jan 2000 - Mar 2002
Designed interactive components for our chat client, pioneering real-time video conferencing technology.