Jason Martell

Product Design Leader

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About Me

I excel in transforming complex challenges into intuitive solutions, enhancing user engagement and satisfaction through designs that are not only visually appealing but also deeply resonant with the audience.

Through my career, I have consistently demonstrated the ability to blend beauty with utility, making each interaction memorable and impactful. My commitment to creating seamless digital experiences is evident in every aspect of my work, from initial concept to final execution, making me a leader not just in product design but in crafting empowering user journeys.

Experience

FEVO
Principal Product Designer | Dec 2022 – Present
Developed advanced AI capabilities for offer creation by defining user needs and business goals, creating prototypes, and conducting rigorous testing to enhance functionality. Led the design of major enterprise-level dashboard enhancements, focusing on improving user experience and backend capabilities. Directed the redesign and information architecture enhancement of core product lines, improving navigational efficiency and aesthetic appeal. Oversaw the end-to-end design process for enhancing the purchase and checkout flows, optimizing user interaction points for increased conversion rates.

Meta
Senior Product Designer IC7 | Dec 2020 – Oct 2022
Architected robust design systems that enhanced cross-platform consistency and scalability. Facilitated cross-functional team alignment to integrate private messaging features and Meta layer profiles, incorporating extensive user feedback to refine these integrations. Pioneered the design strategy to bridge traditional 2D interfaces with immersive 3D Metaverse experiences, ensuring a seamless user transition through iterative testing and development.

Evolus
Principal Product Designer | Dec 2019 – Dec 2020

Spearheaded the design and implementation of a loyalty and rewards program, incorporating a comprehensive discovery phase to identify user incentives and barriers. Refined the product purchase flow and shipping experience, focusing on minimizing user effort and maximizing satisfaction through continuous user testing and feedback.

Blast
VP of Product Design + Co-Founder | Jan 2017 – Dec 2019
Crafted the overarching product vision and strategy, translating early market analyses into a concrete product roadmap. Led the design and prototyping of early-stage gaming and fintech concepts, utilizing iterative testing to refine these ideas. Successfully launched a multi-platform gaming savings app, driving user acquisition and engagement through tailored feature sets for Android, iOS, and web platforms.

Smart Credit
Director of Product Design | Jun 2014 - Jan 2017
Oversaw a complete overhaul of the product's interface, enhancing usability across multiple platforms including iOS, Android, and Mobile Web. Developed design strategies that effectively integrated with technologies from major credit companies, which broadened market access and user engagement. Actively participated in all phases of the design process, from ideation through prototyping, user testing, and final implementation, ensuring a coherent and user-focused design across all touchpoints.

Acorns
VP Of Design + Co-Founder | Feb 2012 - April 2014
Played a pivotal role in establishing the initial user experience and product framework for Acorns, leading to its rapid growth in the fintech industry. Managed a team through the design process from conceptual sketches to polished designs, focusing on simplicity and usability to encourage widespread user adoption. Instrumental in iterating design solutions based on extensive user feedback, which contributed to continuous improvements and user satisfaction.

Cricket Wireless
Senior UX Designer | Oct 2011 - Feb 2012
Led the design and launch of Muve Music for Android, which quickly amassed over a million users due to its innovative interface and user engagement strategies. Conducted extensive user research and iterative testing to refine the application, enhancing its functionality and overall user experience. Developed and implemented a feedback loop that significantly influenced future updates and feature enhancements, ensuring the product's success and user satisfaction.

Technicolor / Dreamworks
Senior Product Designer | Feb 2010 - Sept 2011
Lead designer for a 2-Screen TV and Tablet DreamWorks' interactive experience, ensuring a seamless and engaging user experience. Managed a multidisciplinary design team through extensive user research, ideation, and iterative design cycles to create highly engaging digital experiences. Focused on synthesizing complex user feedback

into actionable design improvements, significantly enhancing user interaction and satisfaction.

GodTube
VP Of Product + Co-Founder | Jan 2008 - Dec 2010
Co-founded and led the design initiatives for GodTube, focusing on creating a scalable and robust platform capable of supporting rapid growth and high user traffic. Employed advanced design strategies to handle unique challenges associated with streaming video content, optimizing for both performance and user engagement. Implemented a user-centered design approach, which was crucial in evolving the platform's features based on viewer behavior and feedback.

MTV
Senior Interactive Designer | Jan 2005 - Feb 2008
Developed innovative digital solutions for MTV, enhancing artist-to-fan interactions through social networks and interactive media. Led the design and implementation of several key features, including user-generated content and social sharing tools, which significantly increased user engagement. Collaborated closely with developers and content creators to ensure a seamless integration of multimedia content, driving higher engagement and retention rates.

Intel
Web Designer | Jan 2002 - Mar 2005
Pioneered the design and development of streaming video features and cloud-based production tools, working closely with Intel's R&D teams. Focused on creating user-friendly interfaces and workflows that simplified complex video production tasks, making high-quality video production accessible to a broader audience. Regularly engaged with cross-functional teams to drive innovations that aligned with emerging technology trends, enhancing Intel's offerings in the multimedia sector.

Communities.com
Interactive Flash Designer | Jan 2000 - Mar 2002
Designed and developed pioneering real-time video conferencing and chat functionalities, setting a new standard in the industry. Led the technical and creative design processes, introducing novel interactive features that enriched user communication experiences. Worked closely with software engineers to ensure robust implementation of new technologies, driving forward the platform's capabilities and user engagement.