Jason Martell
Product Design Leader

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Portfolio: http://jasonmartell.net

About Me

I'm a big believer in putting users first. My approach is always forward-thinking. I anticipate future needs and behaviors to ensure the designs I deliver are not only relevant today but will stand the test of time.

I lead by example, cultivating a creative and innovative spirit within my teams. I stress that great design isn't just about meeting needs—it's about opening doors to new possibilities.

Skills: Artificial Intelligence (AI) · Information Architecture · Interaction Design · User Interface Design · User Experience Design · Team Building

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Experience

Director of Product Design
The L Suite (TechGC) | Full-time | Aug 2024 - Present
Collaborating with a talented, multidisciplinary team and engaging with passionate customers to create an innovative, next-generation community platform that fosters meaningful connections, enhances user interactions, and delivers a seamless and engaging experience. Our goal is to push the boundaries of what a community platform can achieve, leveraging cutting-edge technology and design to meet the evolving needs of our users.

Director of Product Design
FEVO | Full-time | Dec 2022 – July 2024
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. Helped scale the design team, establishing a culture of creativity and innovation that pushed the company forward.

Product Designer IC7
Facebook | Full-time | 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. Served as a key design leader, growing the team and driving a culture of innovation, ensuring scalability and forward-thinking design solutions.

Director of Product Design
Evolus | Full-time | 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. Helped grow the design team, ensuring an innovative mindset that resulted in ground-breaking solutions for product challenges.

Co-founder + Director of Design
Blast | Full-time | Apr 2017 – Dec 2019
Created the initial product vision and built a talented team to bring it to life. Scaled the operation while exploring innovative ways to generate revenue through data mining within the gaming industry. Always pushing boundaries to unlock new growth opportunities. Instrumental in building and scaling the design team, fostering a culture that encouraged innovation and forward-thinking product development.

Co-founder + Lead Product Designer
Acorns | Full-time | Sept 2012 – Apr 2017
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. Led the expansion of the design team, driving innovation and contributing to the rapid growth of the product in the market.

Senior Product Designer
Technicolor / DreamWorks | Full-time | 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. Grew and mentored the design team, consistently promoting innovation and collaboration within the group.

Co-founder + Product Design Lead
GodTube | Full-time | 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. Led the growth of the design team, promoting innovation as a core value and ensuring scalability of the platform.

Product Designer
MTV | Full-time | Mar 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. Played a crucial role in expanding the design team and fostering an environment of creative innovation to enhance user engagement.

Product Designer
Intel | Full-time | 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. Led initiatives to scale the design team, driving innovation and pushing forward new solutions for multimedia projects.