

JASON CROSS

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer with more than 10 years of experience designing and shipping consumer-facing products across mobile, responsive web, and streaming platforms. Career spans fintech, banking, sports media, OTT streaming, and large-scale consumer technology, which brings a broad and adaptable perspective to new problems, industries, and audiences. Comfortable owning end-to-end design, from discovery and journey mapping through high-fidelity UI and prototyping, with a data-informed approach to iteration through funnel analysis, activation and retention metrics, and A/B testing. Skilled at translating complex systems, including privacy frameworks, targeting logic, and regulatory constraints, into clear and scalable experiences. A trusted partner to Product, Engineering, Analytics, and Research who leads critiques, facilitates workshops, and consistently raises the craft bar across teams.

CORE SKILLS

Product Design, UX and UI Design, Interaction Design, Responsive Web and Mobile UX, E-commerce and Conversion Flows, Growth and Retention, Personalization and Targeting UX, A/B Testing and Experimentation, Funnel Analysis, Usability Testing, Design Systems and Component Libraries, Wireframing, Prototyping, Information Architecture, Accessibility (WCAG), Stakeholder Management, Design Critique and Workshops, Cross-functional Collaboration, Mentorship.

TOOLS

Figma (Auto-Layout, Variants, Components, Prototyping), FigJam, Jira, Adobe Creative Suite, Framer, VS Code, Xcode, HTML and CSS, React and Firebase (working prototypes).

PROFESSIONAL EXPERIENCE

Senior Product Designer

Oct 2025 to Present

Aptia Group | Remote

- Lead early-stage UX research methods and end-to-end design for a next-generation platform experience, translating complex requirements into clear, user-centered flows.
- Design conversational and guided experiences that reduce cognitive load and help users complete high-stakes tasks with confidence.
- Lead weekly design critiques for the flagship product and design system, setting the craft bar and guiding designers toward clearer hierarchy, stronger accessibility, and consistent patterns across web and mobile.
- Partner with Engineering to create scalable patterns and components, and contribute to design system evolution and governance.
- Facilitate working sessions with cross-functional stakeholders and provide direction and feedback to partner designers.
- Produce high-fidelity prototypes in Figma and Xcode for design concepts and exploration, and lead design direction for iOS and Android.

Senior Product Designer, Privacy and Data Transparency

Nov 2021 to Apr 2025

Meta | Menlo Park, CA

- Designed and shipped privacy, consent, and transparency experiences at global scale, partnering closely with Product, Engineering, Legal, and Policy.
- Drove design direction for an updated audience-targeting control in response to EU privacy regulations.

- Translated intricate regulatory requirements and targeting frameworks into simplified controls, clear explanations, and thoughtful edge-case handling.
- Scaled patterns through shared components and guidelines to improve consistency and delivery speed across teams.
- Presented design work in peer critiques and executive stakeholder reviews, grounding direction in experiment data, user insights, and business priorities.
- Led alignment workshops to clarify ambiguity, map journeys, and drive decisions across multi-stakeholder programs.
- Partnered with in-house UX Research to plan and run moderated studies for GDPR consent flows, turning findings into prioritized design recommendations.
- Owned end-to-end design direction for native iOS and Android experiences.

Senior Product Designer, Streaming and OTT

Apr 2021 to Nov 2021

NBCUniversal, NBC Sports | New York, NY

- Unified UX across web, mobile, and OTT surfaces to improve consistency across devices and contexts.
- Redesigned navigation and content discovery surfaces to reduce friction and increase engagement through clearer information architecture and interaction patterns.
- Designed responsive, multi-platform templates for Regional Sports Networks, creating scalable page and content patterns for sports, news, and weather across mobile, web, and OTT.
- Integrated accessibility (WCAG) considerations into core UI patterns to improve inclusivity.
- Developed design direction for iOS, Android, and OTT devices.

Senior Product Designer

Aug 2015 to Apr 2021

Golf Channel and GolfNow | Orlando, FL

- Led mobile-first product design for iOS and Android and shaped web experience strategy, improving conversion and engagement through iterative design and cross-functional delivery.
- Designed and shipped GolfNow Compete, a social competition experience that reached roughly 9,000 sign-ups in its first month, with 52 percent activation and a 44 percent rise in invite-to-join conversion.
- Increased Compete-led bookings by 14 percent in pilot markets, driving a measurable lift in rounds per user and incremental revenue per user.
- Defined hypotheses and success metrics with stakeholders, and used behavioral insights such as session replay and heatmaps to identify drop-offs and prioritize improvements.
- Planned and moderated remote usability studies, translating findings into prioritized UX improvements and validated design decisions.
- Built and scaled reusable UI patterns and components to reduce delivery time and improve consistency.

EARLIER EXPERIENCE

Lead CX Designer, Banking Platforms NCR, Lake Mary, FL

Product Designer, Acquisition and Marketing Citi, Jacksonville, FL

Lead Designer, Monetization and Lifecycle N-Play, Jacksonville, FL

EDUCATION

University of North Florida | Jacksonville, FL Studied Graphic Design and Computer Science.