

Jason Swetzoff

804-267-9527 | swetzoff@gmail.com | jaswetz.github.io | linkedin.com/in/swetzoff | Portland, OR

Principal UX Designer, Strategist, and Design Engineer with 10+ years of experience leading cross-functional teams to deliver user-centered solutions that work. Proven ability to bridge design vision, technical implementation, and business needs to create intuitive and seamless experiences impacting over one million users worldwide.

CORE COMPETENCIES

Design Leadership • Information Architecture • Design Systems • Cross-Functional Collaboration • User Research • User Testing • Rapid Prototyping • Front-End Development • Stakeholder Management • Product Strategy • Design Thinking • User Experience (UX) • Product Design • User-centered Design • Figma • FigJam • Miro • AI • Airtable • Jira • Git • HTML/CSS

WORK EXPERIENCE

AUTODESK, PORTLAND, OR

10/2018 – 03/2025

PRINCIPAL USER EXPERIENCE DESIGNER, 04/2023 – 03/2025

Led 3 cross-functional teams to successfully execute a unified strategic product vision for a new device-agnostic enterprise level 3D CAD software to be used by over one million users worldwide.

- Developed the cross-platform flagship CAD software experience and information architecture, improving customers' manufacturing workflows while increasing software's competitive advantage
- Mentored 12+ UX designers across 5 product teams, ensuring design consistency and quality for a comprehensive design and manufacturing software solution.
- Designed research-based cross-platform, multi-modal components and patterns to function with both modern and legacy CAD software.
- Delivered impactful presentations to leadership by aligning business objectives with engaging storytelling, leading to successfully funded key projects.

SENIOR USER EXPERIENCE DESIGNER, 10/2018 – 04/2023

Designed a new experience to generate new sales, increasing the paid subscription conversion rate by 4x.

- Streamlined system-wide notifications with a centralized messaging center, enabling visible targeted growth notifications to gain over 15,000 new paid subscriptions.
- Redesigned complex data navigation interfaces, improving user productivity and efficiency by applying new user research and usability testing results.
- Designed and implemented the first working tablet version of an industry-leading 3D CAD application; conducted in-person user testing that identified 4 key usability requirements.
- Self taught QT's QML (declarative language for UI,) enabling direct development team collaboration to quickly resolve implementation bottlenecks.
- Problem solved complex design challenges by developing interactive React.js prototypes and facilitating efficient collaboration with engineers.

METAL TOAD (AGENCY), PORTLAND, OR
UX DESIGNER AND FRONT-END DEVELOPER

03/2016 – 10/2018

Client-facing UX Lead on several high profile projects for clients including Sony, Sony Pictures, Daimler, Intel, and Liverpool Football Club.

- Enhanced system performance and improved developer productivity by refactoring and developing an advanced CSS/SCSS design system framework for high-volume data platforms. Resolving critical layout and styling bugs, saving the project from failure.
- Managed user testing programs by designing low and high-fidelity interactive prototypes aligned with research goals.
- Designed and implemented responsive layouts to deliver a seamless and consistent user experience across all devices, regardless of screen size or platform.

HOUSEHAPPY (STARTUP), PORTLAND, OR
UX DESIGNER

11/2013 – 10/2015

Implemented engaging user experiences for a real estate sales startup across web & iOS platforms.

- Translated business requirements into actionable wireframes, prototypes, and HTML/CSS (SCSS) code, fostering efficient cross-functional collaboration.
- Developed and maintained a responsive design system and living style guide, significantly reducing development turnaround time.
- Communicated design concepts to stakeholders and leadership, effectively influencing strategic decisions.

EDUCATION & CERTIFICATIONS

BACHELORS IN BROADCAST JOURNALISM, MINOR IN CREATIVE WRITING (BA)

Virginia Commonwealth University (VCU), Richmond, VA

ANALYTICS, LEAN UX AND AGILE, USABILITY TESTING, UX DELIVERABLES, Nielsen Norman Group, 08/2020

DESIGN PRINCIPLES, INPUT AND INTERACTION, Coursera Verified Certificates, 01/2016

HUMAN-CENTERED DESIGN, Coursera Verified Certificates, 11/2015

UX RESEARCH & STRATEGY, Coursera Verified Certificates, 09/2015

INTERESTS

Traveling | Audiobooks | Home Labing | Rock Climbing | Music Production | Prompt Engineering | Exploring New Software & Applications | Vibe Coding