

Jason Swetzoff

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 4.6 million users worldwide.

Skills

Leadership & Strategy: Design Leadership, Stakeholder Management, Product Strategy, Design Thinking, Cross-Functional Collaboration

UX Design: User Experience (UX), Product Design, User-centered Design, Information Architecture, Design Systems, User Research, User Testing, Prototyping

Tools and Technologies: Figma, FigJam, Miro, Airtable, Jira, Git, HTML/CSS, JavaScript

Work Experience

Autodesk, Portland, OR

Principal User Experience Designer

April 2023 – March 2025

Architected the cross-platform user experience, design, and future vision for Autodesk's flagship 3D CAD software, which serves over 4.5 million users worldwide.

- Delivered impactful presentations to leadership by aligning business objectives with engaging storytelling, leading to successfully funded key projects.
- Drove alignment among 5+ teams across different product areas by navigating complex stakeholder relationships, translating diverse contexts, and establishing guidelines for 10+ reusable components (e.g., Command Panels).
- Mentored 12+ UX designers across 5+ product teams, ensuring design consistency and quality, improving design and development time by 20%.
- Designed research-based cross-platform, multi-modal components and patterns to be intuitive for both modern and legacy users.
- Facilitated cross-functional teams with engineers, product managers, and leadership to prioritize features and set the roadmap.

Autodesk, Portland, OR

Senior User Experience Designer

October 2018 – April 2023

Designed a new experience to generate sales, increasing 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 in the first month.
- 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.

Metal Toad (Agency), Portland, OR
UX Designer and Front-End Developer

March 2016 – October 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. Resolved 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

November 2013 – October 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

BACHELOR OF ARTS 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

Interests

Traveling | Audiobooks | Home-Labbing | Rock Climbing | Music Production | Exploring New Software & Applications