Jason Swetzoff

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Senior UX Architect and Strategist with 8+ years of experience leading the design and evolution of complex, enterprise-scale platforms. Expert at defining information architecture, scalable interaction models, and clear guidelines for cross-functional teams. Proven ability to drive alignment and deliver unified platform experiences impacting millions of users. Recognized for influencing long-term UX vision and mentoring teams.

CORE COMPETENCIES

Information Architecture • Design Leadership • System & Interaction Modeling • Cross-Functional Collaboration • Design Systems • Technical Documentation • Guideline Creation • Systems Thinking • Product Strategy • Design Thinking • User Research • User Testing • Rapid Prototyping • Front-End Development • Stakeholder Management • User Experience (UX) • Product Design • User-centered Design • Figma • FigJam • Miro • Prompt Engineering • Airtable • Jira • Git • HTML/CSS

WORK EXPERIENCE

AUTODESK, PORTLAND, OR
PRINCIPAL USER EXPERIENCE DESIGNER   04/2023 – 03/2025

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

- Shaped platform-wide navigation, context-switching rules, and contextual awareness for different workflow and editing modes.
- Drove cross-team architectural reviews and alignment, facilitating migration of legacy patterns into reusable models and layouts into a new organizational hierarchy and components.
- Delivered impactful presentations to leadership by aligning business objectives with engaging storytelling, leading to successfully funded key projects.
- Spearheaded alignment among 5+ teams by navigating complex stakeholder relationships, translating diverse contexts, establishing best practices with clear guidelines, and identifying over 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%.

AUTODESK, PORTLAND, OR
SENIOR USER EXPERIENCE DESIGNER   10/2018 – 04/2023

Identified inconsistencies in IA standards in notifications, then led the design and launch of a centralized notification system, reducing user distraction, improving communication clarity, and directly contributing to increased paid subscriptions.

- Developed cascading permissions, settings, and data visibility to support both enterprise and individual users.
- Mapped out complex entitlement and onboarding workflows.
- Redesigned complex data navigation interfaces, improving user productivity and efficiency by applying new user research and usability testing results.
- 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   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. 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   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
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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-Labbing | Rock Climbing | Music Production | Exploring New Software & Applications