

JASON DIPOPOLO

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PRODUCT DESIGNER SUMMARY

- Customer-centric UX/UI design, 3+ years optimizing SaaS usability by 70%+ through user research, serving 500K+ users, including U.S. Dept of Defense clients.
- Established UX/UI subject matter expert, driving design for 26 of our 28 products, partnering with 4 of our 5 Product Managers and 5 of our 13 dev teams to enhance platform-wide consistency.
- Generate low-fidelity wireframes in 3-6 minutes, driving rapid iteration and early product direction while eliminating high-fidelity design overhead.
- **Technical Skills:** UX Research, User Experience Design, User Interface Design, JavaScript, Frontend Development, Tailwind CSS, GitHub, Agile/Lean, Product Design, Design Systems, Figma, Adobe Creative Suite

WORK EXPERIENCE

BAM Technologies, Arlington, VA

Product Designer

February 2024 – Present

- Identified and resolved 87 UX/UI issues before development, reducing mid-development issues to just 4 per sprint, eliminating post-development UX bugs.
- Conducted 5+ design audits per sprint, identifying 57+ UX/UI issues pre-PBR, streamlining backlog refinement and development.
- Directed UX/UI for 26 annual dev releases, enforcing design consistency and optimizing usability across all updates.

UX/UI Designer

October 2021 – February 2024

- Conducted card sorting to reveal 38% of page titles failed to be comprehended by 80% or more users in our flagship product, serving 500k+ users. Guidance given based on card sort results ([view case study](#)).
- Revealed 47-60% of users shared the exact same biggest pain point, needing to access specific links from their profile page. Leveraged design and frontend skills to deliver to the users in 1 workday.
- Aligned confusing customer requests in just 5 wireframe prototype iterations, putting a project back on the map that was at a standstill for 3+ years.
- Tracked down an average of 5 accessibility issues in development for every 1 experience worked.

Humanity Forward, Washington, DC

Graphic Designer

August 2021 – November 2021

- Designed 70%+ merchandise (apparel, mugs, etc.) HF sold between 2021-22.
- Planned and designed content for their 30k+ following on Instagram, 185% increase in average post likes.

Harmonize, New York, NY

Motion & UX Designer

June 2020 – December 2020

- Conducted tree testing to reveal only 58% success rate in navigating our product, delivered guidelines for improvement based on card sorting results from users.
- Designed explainer videos for each SaaS product to onboard 1000+ customers.

EDUCATION

Montclair State University, Montclair, NJ

Visual Communication Design, (Bachelor of Fine Arts)

Graduated January 2021

- Selected 7+ times by design professors to represent the design program.
- Initiated and managed the Design Club, delivering 80-100 students opportunities for design practice and networking beyond the classroom since 2020.
- Managed the Philosophy Club to build critical thinking in our 10-20 person group for 2+ years.

INTERESTS

Coding (currently building a vector design tool based on grids), Reading (currently reading all of Crime & Punishment), Crafting Leather Goods (wallets, belts, pouches, etc.), Podcasts (Pints with Aquinas, Cal Newport, etc.)