

Jason James is a human-centered and systems-oriented designer of conversations (CxD), user experiences (UX) and services (SD).

EXPERIENCE

AVP, Lead User Experience and Conversation Designer

- Leading conversation design and advocating for the best possible experience for our 2 million US banking customers.

Santander Bank, N.A.  
Apr ‘23 - Present  
Miami, FL (Hybrid)

Sr. User Experience and Conversation Designer

- Guiding design and development of ‘Sandi’ towards conversation design and accessibility best practices.
- Collaborating with Spain-based VA Lab on copy & flows
- Advocating for customers with strategic research, call listening and user input (utterance) data analysis
- Led UX design for the self-service value stream
- Created Low Tech/High Value opportunities & UX Debt
- Created design-system components
- Mentored Jr. UX designers and built relationships with product managers, developers & global teammates

Santander Bank, N.A.  
Feb ‘22 - Mar ‘23  
Miami, FL (Remote)

Aug ‘21 - Jan ‘22  
(Remote) (Contract)

AVP, Customer Service Operations

- Creative technologist in a fintech startup
- Chatbot designer, Product Owner & Technical Curator
- E-mail Communications copywriting & coding (html & css)
- Customer service workflow and procedure development

Safrapay  
Mar ‘20 - Jul ‘21  
Aventura, FL (Hybrid)

Product Designer & Manager

- Product design for small, cross-functional design & dev team.
- Redesigned presentation layer for a Fortune 500 financial institution’s global trading platform. Delivered design system w/ tokenized, component-based design & dev architecture.
- Designed transportation startup’s shipping platform.
- Visual accessibility audit of Safrapay's design system.

Cross.Team  
May ‘19 - June ‘20  
Miami/Fort  
Lauderdale, FL

User Experience Designer

- Rebuilt design system visual layer from Sketch to Adobe XD.
- Created fully interactive prototypes with Justinmind

Thinkrite  
Feb ‘18 - May ‘19  
Fort Lauderdale, FL

Assistant Project Manager

- Commercial Construction project management. Award-winning projects include GMU Potomac Science Center and AOL Steve Case Center Renovation

E.E. Reed  
Construction  
Feb ‘13 - Oct ‘17  
Herndon, VA

EDUCATION

UX / UI Design Bootcamp

Overall Hackshow Judge Favorite

Ironhack  
Oct ‘17 - Dec ‘17  
Miami, FL

Master of Business Administration

Leadership, Data Analysis, Ethics, Organizational Behavior, Managerial Finance & Accounting, Sustainable Organizations, Marketing, Managerial Economics, Sustainable Business Models, Economics of Sustainability, Applied Business Sustainability

Eastern Mennonite  
University  
Aug ‘15 - May ‘17  
Remote & Costa Rica

Bachelor of Arts, History

Learned to read, write and reason. Completed 1 year towards a Master’s Degree in Education.

University of Virginia  
Aug ‘06 - May ‘11  
Charlottesville, VA