JASON CYPRET

DESIGN SYSTEMS • UX LEADERSHIP • PRODUCT VISION

UX and product executive with 20 years of experience leading teams, launching design systems, and modernizing digital products. I specialize in scaling design orgs, embedding Lean UX in agile teams, and building systems that drive speed and consistency across enterprise and startup environments.

CONTACT

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ACHIEVEMENTS

- Scaled UX org from 1 to 30+
- Launched open-source design system with 2M+ downloads
- Delivered Power's first consumer app
- Modernized legacy UI across core enterprise platform
- Embedded Lean UX practices across product & engineering
- Built career paths and promoted emerging design leaders
- Helped Power earn "Best Places to Work in Tech" 7+ years running

SPECIALIZATIONS & SKILLS

Strategic Expertise

- UX Strategy & Leadership
- Product Design Vision
- DesignOps & Team Scaling
- Lean UX & Agile Implementation
- Cross-functional Collaboration
- Career Development & Coaching

Design Systems & Tech

- Design Systems at Scale (Playbook)
- UI Modernization in Legacy Apps
- Ruby on Rails, React, SwiftUI
- Figma, Atomic Design, Accessibility
- Prototyping & Rapid Iteration
- Hybrid UX/Engineering Collaboration

WORK EXPERIENCE

VICE PRESIDENT OF USER EXPERIENCE   2017 – 2025
Power

Power is the largest full-service home remodeler in the U.S., with over 4K employees and $1.5B+ in annual revenue. Recognized as a Best Place to Work every year since 2017, including honors in the tech category.

- **Built and scaled** the UX organization from 1 to 30+ team members, establishing a robust structure that includes world-class product designers and a full UX Engineering team.
- **Founded and led** Playbook, Power's open-source design system. Directed product management efforts to align UX, UI, and engineering, scaling adoption, shaping product strategy, and ensuring usability across legacy and modern platforms.
- **Modernized the company's core application** (Nitro) by championing design system integration, UI standards, and modern front-end patterns — achieving consistent, scalable UI across multiple domains.
- **Launched and led** Power's first-ever consumer-facing app, driving a shift in company strategy. Oversaw end-to-end UX and delivery from inception through production, creating a best-in-class digital experience.
- **Developed and implemented career ladders**, role definitions, and mentoring programs, successfully promoting and growing new design and engineering leaders across the org.
- **Trained teams in Lean UX**, embedding agile, iterative practices and hands-on, cross-functional collaboration to drive faster outcomes and continuous learning.
- **Evangelized hybrid designer/developer workflows**, enabling design system adoption and improving velocity across design and engineering teams.

SENIOR PRINCIPAL PRODUCT DESIGNER   2014 – 2017
BloomBoard

Initially part of an EdTech innovation R&D team developing productivity tools for professionals. Later led the creation of a new B2B SaaS product—an education tool for teacher credentialing—now used in school districts and higher education institutions nationwide.

PRINCIPAL PRODUCT DESIGNER   2014 – 2017
Brainspace

Worked on multiple AI and machine learning tools. Contributed to Pure Discovery, a LegalTech tool helping lawyers search massive datasets, and co-created Brainspace, which aggregated global research articles. Both tools were part of a merger and are now known as Reveal Brainspace.

PRINCIPAL UX CONSULTANT   2014 – 2017
Improving

Led UX strategy for Fortune 500 clients including Thomson Reuters & ADT, designing custom applications with a focus on workflows, usability, and system complexity.

ADDITIONAL SKILLS

UX & Product Strategy

- User Research, User-Centered Design
- Product Management, Roadmapping
- Data-Driven Decision Making
- Strategic Business Alignment

Design Craft

- UI/UX Design, Visual Design
- Typography, Attention to Detail
- Design Leadership, People Management
- Systems Thinking, Rapid Prototyping
- Cross-functional Communication
- Strong Interpersonal & Facilitation Skills

Tools & Tech

- Figma, GitHub, HTML/CSS, JavaScript
- AI Tools & Workflows, Agile/Scrum

WORK EXPERIENCE CONTINUED

DIRECTOR OF USER EXPERIENCE
2010
Medfactory

Led UX strategy and design for a HealthTech SaaS platform focused on physician recruiting and placement. Designed end-to-end experiences for both hospitals and candidates, enabling profile-based search, job discovery, and application workflows. Conducted user research, prototyping, and cross-functional collaboration to accelerate delivery. Helped shape acquisition and conversion strategies while modernizing the B2B and B2C digital experience in a niche healthcare market.

SENIOR UX DESIGNER & DEVELOPER
2008 – 2010
Metric Interactive - True.com

Led UX and front-end development for True.com, a consumer-facing dating platform, focusing on onboarding, user profiles, and matching experiences. Designed and coded interactive marketing sites, landing pages, and promotional tools for major B2B and B2C clients including Sherwin-Williams, Nokia, Acer, and RadioShack. Delivered component libraries and responsive UIs, enabling faster launches and better engagement. Collaborated cross-functionally in an Agile environment to create user-friendly digital products across diverse industries

MANAGER OF BRAND CONTENT
2007 – 2008
Hilton Hotels Corp.

Managed Hilton's hotel landing page team, supporting digital content execution across brands like DoubleTree and Embassy Suites. Oversaw web content publishing and alignment with national campaigns, ensuring visual consistency across seasonal promotions and advertising. Served as creative lead and point of contact for custom landing pages, collaborating directly with property stakeholders to reflect local offers and amenities. Introduced themed templates to streamline production and scale content delivery across a high volume of requests.

SENIOR UX DESIGNER
2005 – 2007
Hilton Hotels Corp.

Designed and developed custom hotel landing pages to highlight amenities, promotions, and local attractions across Hilton's global brands. Partnered with individual hotel teams to translate marketing goals into rich, interactive content. Created scalable page layouts and integrated light Flash elements to enhance engagement. Supported cross-channel brand marketing efforts by aligning digital deliverables with print and TV campaigns.

EDUCATION

BACHELOR OF SCIENCE
2001 – 2005
Howard Payne University

Bachelor of Science in Communications, with a focus in Web Design and Film/Video Production. **National Deans List**