Jason
CORDONE

Senior UX/UI Manager

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/ DEFINE // DESIGN /// DELIVER.

- Driving UX and business strategies to influence products

- Lead and grow teams of high-talent designers and managers

- Creating team environments where everyone values collaboration, empowerment, and supported in being their authentic self

- Defines success in terms of cross group or "our" achievements vs. "my group's" achievements

- Building and organizing teams around solving design problems that impact business results

- Systematic thinker who thrives on complex design and business challenges

- Treats others with kindness Diplomatic negotiator

Senior Manager Design Systems
Cigna · January 2022 - July 2023

- Design System role evolved and expanded to managing and supporting the organization
  - Empowered and developed designers to reach their goals
  - Branded and ideated methodology for the "Leaf Enterprise Design System"
  - Worked closely with research accessibility to ensure that AA standards were being adhered to
  - Constructed tokenization design system strategy to automate brand components and patterns
  - Created parity utilizing new component Design System libraries
- Managed a multi-disciplined team of 6 designers and 4 developers
  - Our Team successfully delivered branded design systems for Cigna/Evernorth - Express Scripts Pharmacy, Express Scripts PBM, Evernorth, Accredo, myCigna, The Cigna Group
  - Instrumented documentation for UI components, patterns / design tokens
  - Educated and instructed teams across the organization on importance of adoption and how to define what success looks like using the new design system framework through various materials and resources ie prototypes, presentations and tutorials
- Worked closely with PXD and business leadership teams
  - Aligning with directors of product and VP of PXD
  - Aligning with technical engineering product owners for various platforms
  - Building foundational infrastructure by strategic contribution models across disciplines

Senior Design Manager
Evernorth · December 2020 - December 2021

- Leading and building a new branded org of products that support clients, consumers and internal support
  - Vision and strategy for Evernorth UI (design system), Identity, Self-Service, Teammate Tools)
  - Empowered and nurtured entry level designers
  - Worked closely with research accessibility to run experiments and learn
  - Created and mentored team towards new component Corporate Design System libraries
- Managed a team of multi-disciplines: design operations, design research, design analytics, content design, design accessibility research, UI developers
  - Supported brand and marketing teams and built strong partnerships for our team
  - Managed and mentored team to successfully launched and cohesive usable Evernorth branded web pages
  - Contributed to organization branded product lineup with business stakeholders offering process and user experience
  - Documented, delivered and maintained ongoing support for content creators and teams
  - Worked closely with cross functional teams to deliver outfacing B2B industry reports and along with supported product marketing materials and nurture campaign strategies
- Worked closely with product owners on roadmaps and leadership teams
  - Maintained corporate partnership sites within the Evernorth ecosystem

Senior Advisor Product Design
Express-Scripts · August 2020 - December 2020

- Lead role supporting management and Express Scripts client and consumer facing products
  - Lead three IC designers and worked closely with content and research
  - Worked on defining user stories and personas to pin point Express Scripts products use cases
- Educated cross-functional teams with user experience strategy processes
- Worked with development and product owner teams to align and deliver
- Successfully launched Health Connect 360; product for health clinicians
- Successfully launched Pharmacy Locator for Express Scripts Pharmacy Benefits Management
- Products projected 45 million in annual revenue increase engagement +25%

Director Product Design + Marketing
Billups Inc · August 2018 - July 2020

- Directed design strategy for both product marketing and OOH Media Platform product while supporting Media Planners for Privately held company
  - Supported executive teams to communicate Outdoor advertising strategies
  - Mentored Junior UI/UX designers and developed them into Senior level
  - Designed new brand, logo positioning, and guidelines
  - Conducted user stories for product through research and findings
  - Built a team of top talent designers by hiring, nurturing and management
  - Designed and integrated new design systems to operate more productively
- Directed teams to deliver OOH media campaigns for Fortune 500 companies
  - Drove marketing's lead generation campaigns via pillar pages and microsite
  - Strategic roadmaps for product and marketing teams workflows
  - Worked on complex and unique projects within business and sales units to grow the business revenue 78%

Lead Product Designer
Intuit · April 2015 - August 2018

- Lead product and web brand marketing design for Intuit, Quickbooks, and Quickbooks self-employed products
  - Worked collaboratively with my team to normalize and communicate new visual language across multiple mediums
  - Worked in multiple design disciplines i.e. UI, UX, brand, and animation etc. across business units
  - Provided managers with design strategies and use-case insights.
- Recruited and managed a team of 3 top talent designers
  - Successfully launched a rebranded user experience for Quickbooks
  - Worked on complex & unique issues & projects within business units and functional groups; focuses on strategic design deliverables - 45% increase in GNS
- Collaborated with internal design teams to strategize, target, and deliver projects for product and marketing teams
  - Worked with external partnerships such as Etsy, Ebay, Stella & Dot, Uber and Lyft

Senior Product Designer
PayPal · April 2014 - March 2015

- Lead, designed and managed user flows and timelines to deliver polished products. Collaboratively simplified existing fintech product lines
  - Worked on On-boarding and activation user experiences for PayPal's multifaceted products
  - Worked collaboratively with team to normalize new visual language
  - Worked with project managers, developers, and design leads in multiple countries to maintain design integrity
- Collaborated with cross-functional leadership and teams to assess product requirements, create UI models, user tasks, and interaction flows
  - Used UX design, UI and animation to delight our customers with empathetic experiences
  - Designed user interface design patterns to scale and be consistent throughout PayPal across multiple devices
  - Created conceptual icon set and helped shape and build these informative systems
  - Presented to developers and product managers high-level strategic vision for consumer product

Visual Design Marketing Lead
Bill.com Inc · January 2011 - July 2014

- Design Lead responsible for all creative services
  - Created brand awareness and consistency for marketing materials
  - Designed brand style guides for both web base applications and print applications
  - Created strategy and vison for marketing channels geared toward small businesses
  - Created layouts and UI Design concepts for client web-base product
  - Built roadmaps to ensure design deliverables and products launched on time

Senior UI / UX Designer
Cisco Systems · January 2010 - July 2011

- Managed and maintained design system consistency and efficiencies within Cisco
  - Designed and layout using Cisco's current UI Library and guidelines
  - Assisted Designs using UI component interactions and experiences
  - Organization of UI Library components/patterns for future enterprises
  - Documentation of UI/UX components and interactions

Founder
J. Cordone Design · May 2003 - 2011 June

- Grew client portfolio to over 20 marquee accounts: Yahoo, Nvidia, Mitac, Sony, Bill.com
  - Sustained business growth rate of 25% annually
  - Technical patent illustrations for over 50 of the top Intellectual Property Law Firms
  - Branded over 10 successful businesses in the High Tech industry
  - Created purposed marketing materials geared toward promotion and usability
  - Created Wire Frame layout and UI Design for client web applications
  - Structured client timelines to ensure deliverable launch dates