# Jared Latimer

PRINCIPAL PRODUCT DESIGNER & UX LEADER

## PROFILE

Principal Product Designer and UX Leader with 20 years of experience driving measurable product impact and scaling design organizations across fintech and enterprise systems. Proven ability to lead at scale while remaining deeply hands-on in strategy, research, systems thinking, and experience design.

Equally effective building and mentoring high-performing design teams or operating as a senior individual contributor solving complex product challenges.

## EXPERIENCE

### CAPITAL ONE — Principal Designer — 2019–Present

Principal design leader within Consumer Bank's Pay & Move Money portfolio, shaping high-impact financial workflows and driving measurable business outcomes.

#### Leadership & Scope

- Led and developed a team of 8 UX designers across multiple work streams
- Supported 12 cross-functional agile product squads
- Influenced UX strategy across portfolio-level initiatives serving large-scale consumer banking customers

#### Strategic Product Impact

- Led redesign of Remote Deposit Capture (RDC) experience, resulting in a 20% reduction in call center volume and a 5% increase in completion rates following release
- Partnered with Product and Engineering leadership to align UX improvements with operational cost reduction and customer success KPIs
- Influenced roadmap prioritization through research synthesis and behavioral insight

#### Experience Measurement & UX Maturity

- Established portfolio-wide usability baseline using SUM (Single Usability Metric) methodology
- Implemented pre-release benchmarking framework enabling teams to quantify experience improvements before launch

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- Shifted product decision-making from subjective critique to data-informed UX performance tracking
- Standardized qualitative research practices across Pay & Move Money experiences

**Craft & Execution**

- Lead discovery, rapid prototyping, and usability testing for complex financial workflows
- Translate regulatory and technical constraints into intuitive customer-facing solutions
- Facilitate design sprints and cross-functional alignment sessions

**LATIMERART LLC — Founder / Product Strategist — 2005–Present**

Provide product strategy and UX advisory services for startups and established organizations.

- Facilitate product vision and prioritization workshops
- Deliver digital products and experiences from concept to launch
- Align stakeholder strategy with user-centered innovation
- Consistently deliver high-quality solutions on time and within budget

**BLOOMBERG BNA — UX Design Manager — 2015–2019**

Led UX transformation for flagship enterprise products serving regulatory and government customers.

**Application Redesign & Systems Leadership**

- Directed redesign of flagship platform
- Built and implemented enterprise design library adopted across product teams
- Reduced design-to-engineering handoff time by 40%

**Product & Executive Influence**

- Led agile team in development of scalable design system supporting Bloomberg BNA and Bloomberg Government
- Educated executives, product managers, and stakeholders on design strategy and portfolio direction
- Aligned cross-product UX strategy across enterprise systems

## EDUCATION

Pratt Institute — MFA, 2003

Brigham Young University — BFA, 2001