

Jared Latimer

Design Leader · UX Manager · Principal Designer

jared@latimerart.design · latimerart.com · linkedin.com/in/jared-latimer-ux/ · Ashburn, VA

Profile

Design leader with 20 years of experience building high-performing UX teams and connecting design outcomes to measurable business results. I hire and develop designers, establish the organizational systems that let quality scale, and partner with Product and Engineering at the executive level. My work at Capital One and Bloomberg BNA has consistently shifted design from a service function to a strategic one.

Experience

Senior Manager, Principal Designer — Capital One 2019 – Present

Design leadership for Consumer Bank's Pay & Move Money portfolio — one of Capital One's highest-volume, highest-stakes product areas.

Team & Org Leadership

- Led and developed a team of 8 UX designers across multiple product workstreams
- Supported design across 12 cross-functional agile squads
- Established team rituals, design reviews, and career development frameworks that raised the quality bar across the portfolio

UX Maturity & Measurement

- Built portfolio-wide usability benchmarking system using SUM (Single Usability Metric) methodology — shifting design critique from subjective opinion to repeatable, comparable data
- Developed a production-level testing prototype of the banking app used for pre-release benchmarking across teams
- Scaled qualitative research practices across Pay & Move Money, standardizing how teams collect and synthesize behavioral insight

Strategic & Executive Influence

- Partnered with Product and Engineering leadership to align UX improvements with operational cost reduction and customer success KPIs
- Influenced portfolio roadmap prioritization through research synthesis and behavioral insight
- Led 0→1 design of domestic wire transfers for native platforms — a long-standing business goal requiring executive alignment and trust-level design decisions

Craft & Impact

- Led redesign of Remote Deposit Capture flow, resulting in a 20% reduction in call center volume and 5% increase in completion rates

UX Design Manager — Bloomberg BNA 2015 – 2019

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

- Directed redesign of flagship enterprise platform for Bloomberg BNA and Bloomberg Government
- Built and implemented enterprise design library adopted across product teams

- Reduced design-to-engineering handoff time by 40% through system standardization and process improvements
- Educated executives, product managers, and stakeholders on design strategy and portfolio direction
- Aligned cross-product UX strategy across two enterprise product lines

Founder / Product Strategist — Latimerart LLC 2005 – Present

Advisory and product strategy practice alongside full-time roles.

- Facilitate product vision and prioritization workshops with founders and leadership teams
- Deliver digital products and experiences from concept to launch across web and mobile platforms
- Align stakeholder strategy with user-centered innovation and measurable product outcomes

Education

MFA Pratt Institute. 2003

BFA Brigham Young University. 2001