

Jared Latimer

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Design Leader

UX Leadership / Product Strategy / Research-Driven Innovation

Design leader with 20+ years of experience building and scaling high-performing UX teams across enterprise and consumer products. Drives product strategy through customer insight, systems thinking, and measurable business outcomes. Hands-on leader with deep experience improving design operations, elevating product quality, and leveraging AI-enabled workflows to accelerate research, prototyping, and execution.

Core Expertise:

Design Operations • Product Strategy • UX Research • Enterprise UX Transformation • Design Systems • Behavioral Insights • Usability Testing • Prototyping • Cross-Functional Leadership • Agile Product Development • AI-Enabled Design Workflows • Design Mentorship • Scaling Teams • Cross-functional Alignment

Professional Experience

Senior Manager, Principal Designer ▪ Capital One

Mar 2019 to Present

- Directed a multi-tier design organization of 12+ (including contractors and cross-functional partners), managing Design Managers and Leads to scale core platform architecture.
- Leadership Development: Scaled team capabilities by mentoring and managing other design leaders, focusing on high-level design operations, talent retention, and cross-functional alignment.
- Strategic Design Advocacy: Partnered with executive Product and Engineering leadership to influence portfolio-wide roadmaps through behavioral research and measurable customer success KPIs.
- Reduced call center volume by 20% and increased customer completion rates by 5% through redesign of the Remote Deposit Capture experience within Capital One's Pay & Move Money portfolio.
- Built a portfolio-wide usability benchmarking system using SUM methodology and developed production-level testing prototypes, transforming UX evaluation from subjective critique into measurable, repeatable performance data.
- Partnered with Product and Engineering leadership across multiple roadmaps, influencing prioritization through behavioral research insights, customer success KPIs, and operational performance goals.
- Led zero-to-one design of domestic wire transfer capabilities for native banking platforms, driving a long-standing strategic initiative requiring executive alignment and high-trust decision making.

UX Design Manager ▪ Bloomberg BNA

Jan 2015 to Apr 2019

- Decreased design time by 50% through creation and enterprise-wide adoption of a standardized design library, eliminating redundant pattern redesign and improving consistency, scalability, and collaboration across product teams.
- Reduced design-to-engineering handoff time by 40% through implementation of standardized design systems, process improvements, and scalable UX operational frameworks.

- Led enterprise-wide UX transformation and architecture for flagship platforms serving 100k+ users, focusing on content discoverability and systemic consistency.
- Built and implemented an enterprise design library adopted across multiple product teams, reducing duplicate design effort by an estimated 30% while improving consistency, scalability, and cross-functional collaboration across the organization.
- Educated over 100 executives, product managers, and stakeholders on UX strategy, portfolio direction, and the business impact of user-centered design initiatives.
- Aligned cross-product UX strategy across two enterprise product lines, strengthening consistency in customer experience and product decision making.
- Facilitated product vision workshops with founders and executives, delivering web and mobile products from concept through launch while aligning stakeholder priorities with user-centered innovation and measurable business outcomes.

UX/UI Designer ▪ MSS Solutions

Nov 2012 to Jan 2015

- Led end-to-end UX/UI design for a campus-wide energy management system deployed across all facilities at United States Military Academy.
- Designed intuitive dashboards and control interfaces that allowed facility teams to monitor energy consumption and manage building temperature systems in real time.
- Translated complex building automation and energy data into clear, actionable user experiences for operational staff and stakeholders.
- Created wireframes, interaction flows, and high-fidelity UI designs focused on usability, efficiency, and rapid decision-making.
- Collaborated closely with engineers and technical teams to ensure accurate system integration and scalable interface design across multiple building types.

Founder / Product Strategist ▪ Latimerart LLC

Mar 2002 to Present

- Led end-to-end design and development of Callboard, a SaaS production management platform, leveraging AI-assisted tools to accelerate research, prototyping, workflow design, and product delivery without dedicated engineering support.
- Applied AI and Machine Learning workflows to accelerate generative concept exploration and research, reducing time-to-market for complex product visions.

Technical skills

Figma, FigJam, Adobe Creative Suite, Miro, Jira, Confluence, Webflow, ChatGPT, Claude, AI-Assisted Design Workflows, Design Systems, Rapid Prototyping, UX Research, Information Architecture, Interaction Design,

Education

Master of Fine Arts, Painting/Drawing ▪ Pratt University

Bachelor of Fine Arts, Painting/Drawing ▪ Brigham Young University