

# Jason Harvey

773-793-4867 | [jhbookdesign@gmail.com](mailto:jhbookdesign@gmail.com) | [www.linkedin.com/in/jason-harvey-design](https://www.linkedin.com/in/jason-harvey-design) | Chicago, IL  
[www.jasonharveydesign.com](http://www.jasonharveydesign.com)

## Director of Product Design

Product designer with 20 years leading and scaling design organizations across fintech and ecommerce. Built and led teams of 20, reduced operating costs by \$5M, and led designers and implemented design strategy at Crate and Barrel, Navi, Upside and Discover.

### EXPERIENCE

#### **Discover**, Chicago — *Director of Product Design*

JANUARY 2024 - PRESENT

- Built and scaled Discover's first internal Digital UX team from 1 to 20 in ten months.
- Established hiring standards, org structure, and design operating model accelerating time to market by 33%.
- Reduced external agency dependency by \$5.4M annually.
- Embedded design into digital product strategy across servicing experiences supporting 1.3 billion annual logins.

#### **Upside**, Remote — *Principal Product Designer*

NOVEMBER 2022 - JANUARY 2024

- Led design on two cross-functional product teams supporting 30M+ users, driving an increase in user engagement.
- Launched beta of Pay at the Pump experience transforming how users earn cash back, reducing merchant churn by a projected 45%.
- Translated consumer insights into product strategy, accelerating user adoption through Pay with App feature reducing dispute rates by 50% and dispute costs by 92%.

#### **Navi**, Remote — *Director of UX/UI*

JANUARY 2021 - OCTOBER 2022

- Championed user-centered design philosophy, building a UX team and research repository raising user satisfaction.
- Spearheaded the creation of a comprehensive design system supporting three products, decreasing design debt through standardized components and brand guidelines in the first year.
- Defined user experiences as lead designer on a cross-functional product team delivering two mobile-first products from 0 to 1 in the first year.

#### **Crate and Barrel**, Chicago

*Director of Product Design*, FEBRUARY 2017 - JANUARY 2021

- Led a team of 15 designers and researchers managing user experience for all digital properties across three brands, including websites, apps and in-store digital experiences for 100 stores.
- Led user experience, and assisted with business strategy for Crate Renew, a website redesign that increased product views by 21% and Add to Cart rate by 9%.
- Collaborated with eCommerce leadership team to establish yearly strategy and road map supporting 125M annual users.
- Drove eCommerce product photography strategy in partnership with the creative department, resulting in new art direction, CGI and video assets to support 20,000 SKUs that elevated the brand and exceeded customer expectations.

*Senior Design Lead*, APRIL 2015 - FEBRUARY 2017

- Researched and analyzed user interface problems and created on-brand design solutions that bridged user and business goals.
- Led UI design for company-wide Furniture Journey initiative that reimagined the furniture shopping experience, resulting in a 25% increase in add to cart and a 17% conversion increase.
- Led and mentored a team of three designers to deliver high-quality, user-centered experiences.

*Senior Designer*, APRIL 2015 - FEBRUARY 2017

- Created user interfaces for Crate and Barrel, CB2, and The Land of Nod.
- Drove conversion gains by leading the redesign of the CB2 browse experience.

## **The Royal Order of Experience Design**, Chicago—Senior Designer

JUNE 2011 - NOVEMBER 2012

- Shaped digital experiences and brand systems for major clients including Patagonia, Nature Made, Kohler, and Gogo.

## **The Grillo Group**, Chicago—Senior Designer

JANUARY 2003 - JUNE 2011

### **SKILLS**

Product Design Strategy | Hiring | Coaching | Performance Management | Organization Design | Team Scaling | Design Vision | Interaction | Visual Design | Information Architecture | Design Systems | Designing for Accessibility | Design Operations + Process | User Research | Prototyping | Figma | ChatGPT | CoPilot | Claude Code | Agile Methodologies | Customer Journey Mapping | Design Thinking | Usability Testing | UX Research | Branding & Identity

### **EDUCATION**

University of Illinois at Urbana-Champaign  
BFA, Graphic Design

**CERTIFICATES:** UX Certificate, Nielsen Norman Group, ID# 1022755 | Leading for Creativity, IDEO U | Human-Computer Interaction, Coursera