

Jason Baxter

ABOUT Product designer with extensive experience crafting solutions that drive measurable business outcomes. Experienced in leading AI-driven initiatives and partnering cross-functionally to align design strategy with business objectives.

CORE SKILLS Design Leadership • Product Design • Prototyping • Motion Design • Figma

EXPERIENCE

- Credit Karma** **Staff Product Designer II**, Money Management, Mar 2024 – present
Manager, Product Design, Credit Cards & Personal Loans, Dec 2022 – Mar 2024
Staff Product Designer, Credit Cards, Jul 2022 – Dec 2022
- Leading design for Credit Karma's ChatGPT and Gemini app framework and strategy
 - Led design for the Emerging Tech Pod, defining vision and strategy for generative AI, voice interactions, and live expert connections — crafting next-generation financial and shopping experiences and driving strategic alignment across teams
 - Established foundational design frameworks for AI features across Financial and Shopping Assistant experiences and drove the design for the company's first Gen-AI powered experiences
 - Managed and led design teams driving the company's highest-revenue (\$1.5B+) verticals — shaping team culture, driving talent and growth strategies, and contributing as a hands-on designer to ensure high-quality execution
 - Four time recipient of the Exceptional Impact Award for excellence and high-impact business contributions, awarded annually by the senior leadership team
- Aledade** **Product Design Lead**, Mar 2021 – Jun 2022
Senior Product Designer, Dec 2017 – Mar 2021
- Led design for a healthcare application that saved Medicare \$572M (46% annual growth rate), prevented 46,000+ hospitalizations, and achieved an NPS of +72
 - As an early-stage hire, established design culture and helped scale the design team from 2 to 14 members, while managing and coaching designers through rapid growth from Series B to E funding
 - Collaborated with product leadership to define a career framework and leveling for product design
- Self Employed** **Product Design Consultant**, 2014 – 2022
- Designed and launched O-to-1 mobile applications for Glooko and Novo Nordisk, earning FDA approval after multi-phase clinical trials
 - Led design for StubHub's pro-seller experience and partner apps for NBA, MLB, NHL, and MLS clients
- Intuit** **Senior Product Designer, Innovation Catalyst**, Jan 2011 – Dec 2017
- Shaped the design vision for QuickBooks Payments by leading projects for banking automation, payment connections, and customized invoicing
 - Drove design strategy for migrating users from QuickBooks Desktop to QuickBooks Online
 - Led design and launched the first version (O-to-1) of an application for iOS and Android
 - Facilitated workshops on design vision, customer empathy, and rapid prototyping
- Charles Schwab** **Lead User Experience Designer**, Sep 2009 – Jan 2011
- Led the end-to-end redesign of a wealth management application used by financial advisors
- IBM** **User Experience Designer**, Apr 2004 – Sep 2009
- Designed interfaces and workflows for enterprise collaboration tools

EDUCATION

North Carolina State University **Master of Graphic Design**
Bachelor of Arts in Communication
Bachelor of Arts in Multidisciplinary Studies