

Jason Cross

(407) 907-0795 | jcross74@me.com

<https://jasoncross-meta.webflow.io>

Experience

Senior Product Designer (IC5)

Nov 2021 - Feb 2025

Meta

Menlo Park, CA

- Designed and launched data transparency tools used by 100M+ users, protecting 1.97% of revenue while meeting global regulatory standards.
- Spearheaded cross-functional alignment with Privacy, Legal, and GTM teams.
- Shipped compliant, user-centric privacy experiences to over 100M users.
- Scaled design systems using Figma variants, boosting team efficiency by 20%.
- Translated qualitative and quantitative data into actionable product strategy.
- Improved usability and user trust, mitigating regulatory risk for core products.
- Elevated design execution by co-leading critiques for the Privacy design team.
- Facilitated cross-functional design sprints with Facebook and Instagram Leads to ensure alignment and identify key user pain points.

Senior UX Designer

Apr 2021 - Nov 2021

NBC Universal

New York, NY

- Unifying the user experience across a suite of web, mobile, and OTT apps.
- Redesigned core interfaces, improving session engagement and reducing bounce rates.
- Integrated WCAG accessibility standards to enhance inclusivity and audience trust.

Senior UX Designer

Aug 2015 - Apr 2021

Golf Channel

Orlando, FL

- Led product design for GolfNow's mobile and web platforms, driving UX strategy.
- Partnered with Product and executive leadership to shape and evolve the UX roadmap, aligning design direction with business growth and user needs.
- Leveraged FullStory and Hotjar insights to validate hypotheses and prioritize work.
- Scaled a shared design system, accelerating development and ensuring consistency.
- Partnered with engineers during QA to ensure pixel-perfect implementation.

Lead CX Designer

Aug 2014 - Aug 2015

NCR

Lake Mary, FL

- Designed accessible, user-centered ATM experiences for global banking clients, translating complex workflows into intuitive, high-trust interfaces.
- Improved accessibility standards and visual consistency across banking touchpoints, leading to increased customer satisfaction and channel engagement.

UX Designer

Apr 2013 - Jun 2014

Citi

Jacksonville, FL

- Crafted scalable, conversion-focused UX for Citibank's credit card marketing site, aligning design strategy with brand and acquisition goals.
- Streamlined implementation by creating comprehensive style guides for developers.

Lead Designer

Jan 2013 - Apr 2013

N-Play (Startup)

Jacksonville, FL

- Owned monetization design strategy for a real estate platform built on Facebook, creating scalable solutions that supported revenue growth and user engagement.
- Designed performance-focused ad creatives and lifecycle email templates to drive user acquisition and retention across key campaigns.
- Managed and mentored junior designers, fostering a high-quality design culture in a fast-paced startup environment.

Technical Skills

Skills: Product Design & Strategy, User Experience Design, Design Thinking, UX Strategy, Information Architecture, Mobile Design, UI Design, Prototyping

Tools & Platforms: Figma, FigJam, Adobe Creative Suite, Jira, Framer, iOS & Android Design Standards