Jared Stephens

Product Design Leader

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Summary

- 12+ years leading design for complex, data-intensive B2B and B2B2C products in healthcare, fintech, and insurance serving millions of users.

- Expert in multi-platform design systems (mobile, web, APIs). Led consolidation of legacy systems into unified, multi-brand architecture optimized for AI-assisted development.

- Designed AI/ML-powered products including patented conversational UI and NLP-driven wellness platform achieving 78% precision in risk identification.

- Scaled design organizations from startup to 25+ professionals, establishing practices, career frameworks, and cross-functional collaboration models.

Career Experience

VP, Product Design & Management, TimelyCare, Remote   2023-2025

TimelyCare is a $65M ARR telehealth company that provides 24/7 access to mental health. It serves over 2.5 million members each year at the top 380+ colleges and universities in the US including Stanford, Harvard, and the University of Texas system schools.

- Led two multi-disciplinary design teams as one of two reports to the CPO while developing AI design workflows, career ladders, and competencies for designers navigating emerging AI tooling.

- Initiated, funded, and led consolidation of two legacy design systems into a unified multi-brand system based on shadcn/ui, optimized for AI-assisted development in tools like Cursor and Claude Code via Figma MCP integration.

- Directed end-to-end redesign of the mental health platform integrating design research and AI-enhanced iterative testing, boosting monthly active users by 25% while maintaining regulatory compliance.

- Led design for AI-powered early intervention system leveraging NLP to analyze student wellness check-ins; piloted across 12 universities with 10K+ students, achieving 78% precision in identifying at-risk students.

- Drove $1.2M annual savings through care navigation redesign that guided users to appropriate levels of care, reducing unnecessary provider utilization while improving access.

Sr. Director/VP, UX Design and Product, Bright Health Group, Remote   2020-2023

Bright Health Group was a national digitally-enabled health startup that raised $1.6 billion across 4 funding rounds. At its peak, with 3000+ employees, its app and services covered 2 million+ members across all 50 states.

- Scaled cross-functional design organization from 1 to 25+ professionals across 5 teams, establishing design practices, team culture, and delivery frameworks that increased delivery efficiency by 20%.

- Pioneered design for a two-sided telehealth marketplace enabling asynchronous care between providers and patients, reaching 7K users/month with a 4.9-star rating within 6 months of launch.

- Directed creation of multi-brand design system supporting consumer mobile apps, provider portals, and internal tools in close collaboration with marketing and engineering leadership.

- Partnered with C-level executives to integrate design thinking and research into corporate strategy, driving enterprise-wide digital transformation across member-facing products.
- Led UX strategy for prior authorization portal integrated with Availity, achieving 55% provider adoption and $2.2M annual savings by meeting providers where they already worked.

Director, UX Design, USAA, San Antonio, TX   2017-2020

USAA has over 35,000 employees across the U.S. and Europe with annual revenue that exceeds $42 billion. It offers financial products focused on the needs of U.S. military personnel and their families.

- Led cross-company Human Centered Design process ensuring exceptional member experience during the multi-billion dollar sale of USAA Investment Company to Charles Schwab.
- Established and led two design teams simultaneously spanning Life Company and Bank, while mentoring emerging leaders resulting in three promotions to director-level roles.
- Identified key workflow inefficiencies through observational research, leading to a consolidated advisor tool that delivered $1.2M/year in savings through reduced call times.

Lead Designer, USAA, San Antonio, TX   2016-2017

- Lead designer for Investment Company and Life Company specializing in continuous delivery and end-to-end experience design in an agile environment.
- Pioneered conversational UI for investment recommendations through design of USAA's robo-advisor product, growing from $0 to $500M+ AUM before acquisition by Charles Schwab.
- Collaborated with CIO and IT leadership to establish design program within Financial Advice and Solutions Group before design was centralized in the Chief Design Office.

Additional Experience

Senior Designer, USAA, San Antonio, TX, 2014-2016
Senior Designer, Texas Creative Agency, San Antonio, TX, 2013-2014
Mobile UX Designer, Trabian Technologies, San Antonio, TX, 2012-2013
Experience Designer and PM, Uroom Technologies, San Antonio, TX, 2009-2012

Education

Bachelor of Science in Interactive Media, Harding University, Searcy, AR

Thought Leadership

Co-host of Making Digital Podcast, tackling leadership and engagement in digital product and design. Frequent keynote speaker including Design Thinking 2019 (Melbourne), Big Design Conference 2019 (Dallas), and Guest Lecturer at University of North Carolina (2017-2019).

Design Leadership Competencies

- Multi-Platform Design Systems (Mobile, Web, APIs)
- AI/ML Product Design & Agentic Workflows
- Complex Data-Heavy Application Design

- Cross-Functional Team Leadership & Coaching
- Design Research & User-Centered Methodology
- B2B & B2B2C Product Experience
- Healthcare, Fintech & Regulated Industries

Patent

US Patent No. 11,153,244 for Digital Conversations

Invented a conversational UI for providing investment recommendations based on criteria entered by the customer seeking digital investment advice. Conversational UI was utilized by USAA Investment Company in their Digital Investment Adviser product from 2017-2020.

Portfolio

https://www.jaredstephens.co/