

# Jason McAdoo

Design strategist at the intersection of systems, scale, and craft

I help teams scale with strategic clarity and systems thinking to solve complex product challenges. I have made high-impact, revenue-building experiences that delight both users and business partners. I've built and evolved design systems across startups and large organizations, aligning user needs, platform constraints, and development needs. With a background in iOS development and design consulting, I help bridge between cross-functional stakeholders; driving clarity, momentum, and polish across the product lifecycle.

## At a Glance

15+

years of product design experience

6

years in B2C product design

20M+

users served through design

## Contact

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**Location:** Boca Raton, Florida

## Skills

- UX & Product Strategy
- Information Architecture
- Hi-Fi Prototyping
- Systems Thinking
- Qual/Quant User Research
- Systems Design
- AI-First Design Methods

## Tools

- Figma, ProtoPie
- Adobe Creative Suite
- ChatGPT, Gemini
- UserZoom, Respondent
- Jira, Trello, GitHub
- iOS/Android Design
- Web App Design

## Education

November 2012

### Masters of Science Full Sail University

Managed and led a team of 10 engineers and artists to bring a full-scale game to life in 8 months.

June 2011

### Bachelors of Science University of Cincinnati DAAP

Brought various digital products to market through industry partnerships and co-op roles with companies like Procter & Gamble, LPK, and the US Airforce.

# Experience

January 2022 - Present

## Collective Team Lead Fetch Rewards

Leading the Scan & Match Collective as a Senior Product Designer, shaping strategy, systems, and execution across core mobile experiences

- Led mobile design strategy across eReceipt capture and onboarding —improving speed to value, reducing fraud, and increasing verified accounts
- Re-architected Fetch's eReceipt scanning UX, improving conversion and cutting task completion time
- Spearheaded a Figma component system rebuild, aligning platform standards and developer workflows across teams
- Partnered with engineering and product leads to shape shared design systems, elevate design maturity, and streamline delivery across collectives

September 2018 - January 2022

## Senior Product Designer 2, Endpoint Management Citrix

Designed and scaled enterprise admin tools across platforms, with a focus on accessibility, system governance, and UX efficiency

- Delivered platform-wide improvements for enterprise admin tools, focused on accessibility, clarity, and component reuse
- Facilitated design sprints and lightning jams to reduce decision cycles from weeks to days
- Rebuilt the Endpoint Management console—regaining top-tier rankings in Gartner and Forrester
- Created scalable components and reduced design system bloat, improving collaboration across teams using Sketch and Abstract

February 2017 - August 2018

## Lead User Experience Designer MotionPoint

Brought UX strategy and systems thinking to multilingual enterprise software as the first dedicated product designer

- Created a centralized design system in UXPin to standardize UI and reduce dev overhead
- Introduced research practices that shaped product priorities and secured leadership buy-in
- Improved usability across product lines by aligning UX with evolving brand guidelines

September 2014 - February 2017

## UX/UI Lead IBM (Global Business Services)

Led UX design and research as a mobile design analyst for mobile-first digital experiences across clients in energy, finance, and automotive

- Designed and launched the SpeedPass+ app redesign, boosting user ratings and renewing a \$1M+ contract
- Conducted research for Wells Fargo and NV Energy, translating insights into business-aligned solutions
- Delivered high-fidelity prototypes and workflows that improved delivery for high-stakes client engagements

For additional experience and information, please [visit my LinkedIn](#).