

JASON HANLON

Senior UX/Product Designer • Design Leader • Design Technologist • AI Designer

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SUMMARY

Senior UX Designer and product leader with 28 years of experience delivering human-centered SaaS solutions across healthcare, real estate, fintech, and e-commerce. Expert in UX strategy, scalable design systems, and AI-driven design. Proven track record of leading teams, driving innovation and measurable impact, including a 32% SaaS adoption lift, 18% increase in insurance quote completions, and design contributions leading to \$1.25B in revenue growth.

CORE COMPETENCIES

- UX/UI & SaaS Product Design: Prototyping, Interaction Design, Complex Workflow Design
- AI: Claude Code, ChatGPT, Kling AI, Microsoft CoPilot, Google Gemini, Recraft, Figma Make
- Design Systems: Figma, Atomic Design, Component Libraries, Documentation, Tokens
- Leadership & Mentoring: Design Teams, Cross-Functional Collaboration, Agile/Scrum
- User Research & Testing: Persona Development, Journey Mapping, Usability Testing
- Responsive & Accessible Design: WCAG/ADA, SEO, Mobile Optimization
- Tools: Figma, FigJam, Balsamiq, Adobe Creative Suite, HTML/CSS/JS, Artificial Intelligence

PROFESSIONAL EXPERIENCE

Senior Product Designer (Contract) | Boston Technology Corporation | Hybrid | Banking SaaS | Boston, MA

Jun 2025 – Mar 2026

- Led UX strategy for a regional bank, solutioning new customer enrollment experiences.
- Architected two Figma-based, variable-centric, WCAG-compliant design systems.
- Served as the subject matter expert for the organization's internal CMS.

Lead UX/UI Designer | MTM Health | Remote | Medical/Transportation SaaS | St. Louis, MO

Apr 2024 – Feb 2025

- Led design strategy for MTM's new Link app, replacing legacy systems with a modern, user-friendly interface.
- Designed and built a new Figma-based enterprise-grade design system, improving scalability and consistency.
- Created an intuitive rules engine interface that simplified complex configurations for diverse user groups; resolved complex workflows and integrated the design system.
- Collaborated with stakeholders and engineers to reduce user friction and optimize workflows.

UX Manager | CoStar Group | Onsite | Real Estate SaaS | Boston, MA

Aug 2021 – Nov 2023

- Directed UX efforts for CoStar Lender's commercial risk analysis platform; redesigned admin portal to increase new-user adoption by more than 30%.
- Delivered Figma prototypes and developed a custom design system used by global teams.
- Translated user feedback and research into seamless workflows, enhancing satisfaction and product adoption.
- Partnered with data scientists, managers and engineers to align design with evolving business intelligence needs.

Senior UX Designer | SS&C Technologies | Hybrid | Financial Services SaaS | Boston, MA

Dec 2018 – Aug 2021

- Led UX for Project Aloha, SS&C's flagship fintech platform, used by traders and analysts.
- Introduced features that improved data visibility and reporting based on user research insights.
- Developed end-to-end design artifacts: personas, journeys, wireframes, Figma high-fidelity prototypes.
- Co-led agile sprint cycles and helped build a Figma-based centralized design system to unify brand across products.

Creative Director | Homesite Insurance | Onsite | Insurance & eCommerce | Boston, MA

Nov 2008 – Oct 2018

- Directed digital strategy and UX/UI for e-commerce experiences, helping grow Homesite revenue from \$250M to \$1.5B.
- Built and managed a team of 12 designers; implemented responsive design overhaul using React stack.
- Increased site traffic by 40%+ through optimized user flows, testing, and visual consistency.
- Oversaw UX research and A/B testing to validate feature direction and improve conversion.

Senior Web Designer / Online Communications Manager | Various Companies/Roles | Onsite | Hardware/Software, Agencies | Boston, MA

Sep 1998 – Nov 2008

- Led UX and web design for enterprise clients and agencies, including Newell-Rubbermaid, Goody, Homedics, Honeywell.
- Increased lead capture and conversion by optimizing landing pages and streamlining forms.
- Delivered product animations, 3D visualizations, and interactive marketing assets.

EDUCATION & CERTIFICATIONS

Endicott College – Beverly, MA, Bachelor of Science, Visual Communications

Certifications & AI Training

- Generative AI vs. Traditional AI – 2023
- Generative AI for Product Managers – 2023
- Design Thinking for UX Managers – 2023
- UserZoom Advanced UX Research – 2022

SELECT PROJECT HIGHLIGHTS

- AI in Design: Integrated tools like ChatGPT, KlingAI and Claude Code into concept generation, user personas, UI testing workflows, design systems and production-ready websites.
- Design Systems: Built and scaled component libraries used by 200+ designers and developers.
- User Research Impact: Delivered insights that reshaped enterprise-level product roadmaps.
- Business Growth: My UX-led design enhancements directly contributed to multimillion-dollar revenue increases.