

# Jason Davila

## Passionate Product Design Leader

Data-Driven Design | Obsessed with Customers Interaction and Delight | Driving for Excellence

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Experienced product leader with 15+ years in data-driven UX and visual design across startups and enterprise. Skilled in leading design teams, conducting user research, and crafting intuitive interfaces. Leverages AI tools to accelerate design thinking and simplify complex workflows, delivering seamless, data-driven user experiences.

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### Skills

Full Stack UX Design  
Interaction Design  
Visual Design  
Usability Testing and Research  
UX/UXR Coach and Mentor  
Information Architecture  
Project Management  
Agile Methodologies  
Cross-Platform Collaboration

### Tools

Figma  
Sketch  
Creative Suite  
Pendo  
UserTesting.com  
Atlassian Suite

### Certifications

**People Leadership Course**  
Palo Alto Network Manager Course  
**Agile Marketing Certified, HubSpot**  
2020

### EXPERIENCE

#### Cisco Meraki | Lead UX Designer, Enterprise IOT Security

FEBRUARY 2025 - PRESENT

- **Lead UX for Cisco Meraki's IoT product line**, shaping cloud-managed smart camera and sensor experiences. Collaborate with product and engineering to set vision, simplify complex workflows, and mentor designers within a user-centered, team-focused culture.
- **Drive UX strategy and roadmap**: Align cross-functional teams through workshops, journey mapping, and rapid prototypes, reducing design iteration cycles.
- **Simplify IoT workflows**: Streamline deployment and monitoring processes, improving ease of use and driving stronger customer adoption.
- **Mentor designers & influence product direction**: Elevate design quality and operations, accelerating product delivery across the IoT portfolio.

#### Palo Alto Networks | Principal UX Designer & Manager

SEPTEMBER 2019 - FEBRUARY 2025

- **Product Leadership**: Led 40+ feature launches and two major UI overhauls, helping scale the product from \$10M to \$500M ARR while boosting customer satisfaction 15%.
- **Team Leadership & Operations**: Managed a global UX team, drove multiple promotions, and created a centralized knowledge base to streamline onboarding and collaboration.
- **Research-Driven Design**: Conducted interviews, surveys, and usability tests, increasing customer touchpoints 5x/month and translating insights into data-driven design decisions.

## Education

### Central New Mexico

Albuquerque, NM  
Associate's Degree

MAY 1996 - MAY 1999

## Projects

### Intern To Hire Program

Mentored a Master's student in UX/UX research, guiding them to a full-time offer and managing them as the team's sole user researcher.

### Veritas | Principal UX Designer

MAY 2017 - JULY 2019

- **Product Enhancements:** Launched 2–3 product enhancements per quarter by designing end-to-end features and collaborating extensively with stakeholders.
- **UX Strategy Leadership:** Partnered with clients and leadership to define and drive UX methodology, resulting in consistent interactions across the product suite.
- **Use Case Documentation:** Documented all use cases to ensure architects and engineers could successfully develop and deliver final products.
- **Workshop Leadership:** Led workshops with PMs and UX teams to clarify ambiguous features and align on innovation priorities.

### SonicWALL / Dell | Senior UX Designer

JANUARY 2012 - MAY 2017

- **UX/UI Design Oversight:** Managed UX updates across the SonicWALL suite, delivering a consistent and seamless user experience.
- **OS UI Redesign:** Led redesign of a legacy operating system UI, optimizing usability for a 10-year-old system.
- **Research and Analysis:** Conducted competitive and user research to inform best practices, use cases, and personas.
- **User Collaboration:** Partnered with users through scripted interviews and usability testing, validating and iterating designs as needed.