

Jason Davila

Passionate Product Design Leader

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

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Experienced product lead with 18+ years of experience in UI/UX and interactive design. Proven track record across hi-tech, interactive, and educational markets, from startup to enterprise level. Results-driven with expertise in leading design teams, conducting comprehensive user research, and developing intuitive user interfaces. Adept at collaborating with cross-functional teams to deliver seamless and engaging user experiences.

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

EXPERIENCE

Palo Alto Networks | Principal UX Designer & Manager

SEPTEMBER 2019 - PRESENT

- **Lead Platform UX Designer:** Directed over 40 features, including multiple product integrations and two major UI overhauls, boosting customer satisfaction by 15% and growing a product from \$10M to \$500M ARR in under five years.
- **International Team Management:** Managed and mentored a team of four, leading to multiple promotions, including converting an intern to full-time UX researcher.
- **Operational Optimization:** Streamlined team operations by creating centralized UX knowledge base documents, improving onboarding for new UXers and establishing principles for team alignment and collaboration.
- **User Research Workshops:** Conducted interviews, surveys, and usability tests, increasing customer interactions to 5+ per month, while driving data-driven design solutions.

Veritas | Principal UX Designer

MAY 2017 - JULY 2019

- **Product Enhancements:** Successfully launched 2-3 product enhancements per quarter by designing end-to-end features and collaborating extensively with key stakeholders.
- **UX Strategy Leadership:** Led UX design efforts by collaborating with clients and leadership to define, articulate, and drive UX methodology, resulting in consistent interactions across our product suite.

Agile Marketing Certified, HubSpot
2020

- **Use Case Documentation:** Diligently documented all use cases to ensure that various teams, such as architects and engineering teams, can successfully develop final products and meet delivery timeframes.
- **Workshop Leadership:** Led PM to UX workshops for various efforts when dealing with feature ambiguity and innovation alignment.

SonicWALL / Dell | Senior UX Designer

JANUARY 2012 - MAY 2017

- **UX/UI Design Oversight:** Oversee all UX/UI design updates in SonicWALL product suite, ensuring consistent look-and-feel and user experience.
- **OS UI Redesign:** Lead redesign efforts of antiquated operating system user interface, optimizing UX/UI for a 10-year-old system.
- **Research and Analysis:** Lead competitive and user research, understanding industry best practices, use cases, and user personas.
- **User Collaboration:** Work closely with users through scripted interviews, user testing, and usability testing, validating and iterating on designs as needed.
- **Documentation:** Document UI and interaction specifications for cross-functional engineering teams.

EDUCATION

Computing Technology TVI, Albuquerque, NM | Associate's
Degree

MAY 1996 - MAY 1999

PROJECTS

Intern Mentor | Intern to Hire Program

Mentored a Master's student in UX & UX Research, leading to a full-time position offer and managing them as the sole user researcher on the team.