

Jason DiPopolo

Senior Product Designer | Paramus, NJ | 551-497-8495 | jasondipopolo@pm.me | <http://jasondipopolo.com> | [linkedin.com/in/jasondipopolo/](https://www.linkedin.com/in/jasondipopolo/)

About

Senior Product Designer with 6+ years driving end-to-end UX/UI and project management across complex SaaS applications, AI integrations, and cross-functional teams at scale. Experience building US Air Force, DoD, Education, and HR enterprise software. Combining systems thinking, process mapping, and AI capabilities to build scalable digital experiences.

Work Experience

Reverie Design LLC

Paramus, NJ, USA

Product Designer

Mar '25 - Present

- Lead end-to-end design for small businesses, facilitating weekly stakeholder sessions to translate ambiguous business goals and customer needs into digital products.
- Designed and implemented an AI-powered customer-facing chatbot that uses company-specific knowledge to answer questions, qualify prospects, collect contact information, and automatically add leads to the company's CRM.
- Designed and implemented e-commerce, marketing, CRM, and lead generation flows for retail and IT companies, collaborating directly with business stakeholders from requirements discovery through iterative design and launch.

BAM Technologies LLC

Arlington, VA, USA

Product Designer

Oct '21 - Sep '25

- Led end-to-end UX/UI for 26 web-app products for US Air Force personnel, collaborating daily with 10-12 engineers at a time and 6 product managers to launch for an app with 500k+ users.
- Executed 5 pre and post usability tests per sprint, boosting task success by 70%.
- Conducted card sorting to reveal 38% of page titles failed to be comprehended by 80% or more users in our flagship product. Collaborated with UI Designer to resolve nav issues.
- Unblocked a 3-year stalled initiative by facilitating 5 wireframe prototyping rounds, driving stakeholder alignment to launch.
- Conducted reviews using WCAG, resolving 5+ issues per release ensuring an inclusive, accessible UX.
- Led design workshops and mentoring for 10-person design team.

Harmonize

New York, NY, USA

UX Designer

Jun '20 - Jan '21

- Executed tree testing and card sorting to establish navigation guidelines, improving a baseline 58% task success rate.
- Performed user interviews to collect qualitative and quantitative data for effectiveness of software marketing pages.

Education

Montclair State University (College of the Arts)

Jan '21

Bachelor of Fine Arts (BFA) | Visual Communication Design | GPA: 3.5

Skills

End-to-End Product Ownership · Systems Thinking · Process Mapping · Communication · Cross-Functional Collaboration · HTML/CSS · Javascript · Tailwind CSS · Github · Rapid Prototyping · Interaction Design · Usability Testing · User Flows · Accessibility (WCAG) · Figma · Azure DevOps · Jira · Adobe Creative Suite · Miro · Microsoft Office Suite