

Jason Dipopolo

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Product Designer Summary

Senior Product Designer with 4+ years leading end-to-end product design for complex web applications serving 500k+ users. Proven track record of driving measurable business outcomes through usability optimization, AI-assisted workflows, and scalable design systems. Experienced in shaping product strategy alongside PM and Engineering leadership, aligning UX initiatives to KPIs, and mentoring high-performing design teams. Combines systems thinking, product intuition, and emerging AI capabilities to build intelligent, scalable digital experiences.

Work Experience

Montclair State University

UX/UI Design Adjunct Professor

Montclair, NJ

Sep '25 - Present

- Lead immersive studio curriculum focused on real-world product challenges, mentoring 20+ emerging designers in UX strategy, AI-assisted workflows, and portfolio development.
- Designed coursework emphasizing discovery research, problem framing, KPI alignment, and rapid iteration cycles.
- Guided 70+ portfolio case studies centered on measurable product impact first and aesthetic execution secondary to metrics.
- Integrated AI into research synthesis, wireframing, and prototype workflows to prepare students for AI-native design environments.

BAM Technologies

Product Designer

Arlington, VA

Oct '21 - Sep '25

- Directed UX strategy and execution for 26 web apps used by 500k+ end users, partnering with 10–12 engineers and 6 product managers across agile delivery cycles.
- Led end-to-end design lifecycle: discovery interviews, problem definition, wireframing, prototyping, usability testing, launch validation, and post-release iteration.
- Increased task completion rates by 70% through usability testing (5+ tests per sprint), directly reducing support friction and improving user efficiency.
- Led AI-assisted UX audit automation systems within Figma (for heuristic evaluation and accessibility), reducing mid-sprint rework by 95% and accelerating engineering delivery velocity.
- Refined 500+ component design system to 150 components, improving cross-product consistency and reducing UI implementation variance.
- Facilitated cross-functional design workshops to align stakeholders on roadmap priorities and product vision.
- Presented design recommendations to executive leadership, influencing feature prioritization and long-term UX investment strategy.

UX/UI Designer

- Conducted discovery research including card sorting and workflow analysis, uncovering 38% of page titles failed to be comprehended by 80% or more users in our flagship product. Led a team to implement a navigation redesign on the data.
- Revived a stalled multi-year product initiative by leading 5 iterative wireframe cycles to secure cross-team alignment and deliver launch-ready solutions.
- Implemented accessibility audits and WCAG improvements across releases, resolving critical usability barriers.
- Delivered frontend code interventions to address high-friction user journeys (affecting 47-60% of users) during active development sprints.
- Established weekly design critiques to raise design maturity and create consistent quality standards across the team.

Education

Montclair State University

Bachelor of Fine Arts | Visual Communication Design | GPA: 3.5

Dec '20

- Founded and led campus Design Club (80–100 members)
- Represented the department at 7+ academic showcases

Technical Skills

Product Strategy · End-to-End Product Ownership · UX Research & Discovery · AI-Augmented Design Workflows · Design Systems Architecture · Cross-Functional Leadership · Executive Stakeholder Communication · Accessibility (WCAG) · Usability Testing · Data-Driven Iteration · Figma · Framer · Miro · Adobe Creative Suite · Jira · Azure DevOps · HTML/CSS · Javascript · REST APIs · Github · AI Tools & Prompt Engineering