

# Jason Matthew Haile

## Senior UX/UI Designer, Researcher & Design Thinking Leader

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Empathetic and human-centered UX designer with 10+ years of experience working across various industries, including B2B, SaaS platforms, and early stage startups. *I specialize in applying design thinking to uncover user needs and solve complex business challenges.* At WealthCounsel, I led cross-functional teams to identify key pain points for legal professionals and designed scalable, intuitive solutions, including an enterprise-level design system that improved consistency across platforms. My approach balances user empathy with strategic vision to create solutions that drive both user satisfaction and business success.

### Core Competencies

- **UX/UI Design:** Creating high-fidelity mockups, wireframes, and interactive prototypes that prioritize usability and aesthetics for complex systems.
- **Design Systems:** Building and maintaining scalable design systems for enterprise-level applications.
- **Collaborative Design:** Collaborated closely with product, engineering, and business teams, in AGILE and Kanban environments to deliver innovative UX/UI solutions aligned with both user needs and business objectives, ensuring the design of scalable, data-driven solutions.
- **Design Thinking Leadership:** Leading cross-functional teams through design thinking methodologies to define problems, ideate solutions, and deliver user-centered innovations that meet both user and business needs.
- **User-Centered Design:** Led UX research efforts to gain actionable insights into user behavior, which directly informed and refined the design of intuitive platforms.
- **Accessibility & Compliance:** Designing inclusive digital experiences that adhere to WCAG and industry standards.

### Technical Skills

- **UX/UI Design Tools:** Figma (primary), Sketch, Adobe XD
- **Coding Languages:**
  - HTML5 (advanced)
  - CSS (advanced)
  - jQuery (familiarity with interactive elements and front-end frameworks)
- **Frameworks & Methodologies:** Agile, Kanban, Sprint
- **Additional Tools:** Adobe Creative Cloud (Photoshop, Illustrator), JIRA, Miro, Bootstrap, Git/Gitflow

### Languages

- **English & Spanish:** Fully fluent (Reading, writing, and speaking) – *Worked with cross-functional teams across South America.*
- **Portuguese:** Conversational

## Professional Experience

**Freelance Experience** Clayton, NC

**Freelance UX/UI Designer** | January 2024 - Present

- Collaborated with clients to design and **implement user-centered UI solutions** for enterprise applications, **ensuring alignment with brand identity and accessibility** standards.
- Delivered high-fidelity mockups, prototypes, and mobile-optimized designs, with a focus on **enhancing user engagement** and **simplifying complex data**.
- Guided clients in best practices for user flows, accessibility, and creating **scalable design systems** for complex interfaces.

**Houghton Mifflin Harcourt (HMH)** Raleigh, NC

**Lead UX Designer** | August 2022 - December 2023

- **Led design thinking workshops** with cross-functional teams (product, engineering, business) to **define user needs** and create data-driven educational tools **improving the user experience** and simplifying navigation of large datasets for thousands of users.
- Developed **wireframes, high-fidelity prototypes**, and interactive mockups for platforms that enabled users to navigate large datasets and educational content seamlessly.
- Made contributions to an **enterprise-level design system** that supported the evolving needs of the platform, improving consistency across educational tools.
- Collaborated with product and engineering teams to ensure designs were aligned with both **business goals** and **technical feasibility**, while optimizing the usability of data-heavy systems.

**WealthCounsel** Raleigh, NC

**Senior UX Designer** | November 2021 - July 2022

- **Spearheaded UX research for legal technology products**, designing intuitive user flows and wireframes for complex legal document management tools that improved accessibility and ease of use for legal professionals
- Designed and developed **user flows, wireframes**, and **interactive prototypes** for legal platforms, simplifying the user experience while retaining critical information integrity.
- **Fostered collaboration** between product managers, legal experts, and engineering teams to ensure the solutions were both **user-friendly** and **aligned with business goals**.
- **Spearheaded creation of a scalable design system** that allowed for efficient updates and consistency across different data-heavy products.

**McClatchy** Raleigh, NC

**Full-Stack Product Designer** | April 2019 - January 2021

- Designed **responsive web experiences** and user interfaces for **news and media platforms** that presented large datasets (e.g., articles, multimedia, real-time data feeds) in an easily digestible format.
- Worked with stakeholders and cross-functional teams to define the **user experience** for platforms that handled substantial amounts of data while ensuring ease of navigation and accessibility.

- Created **wireframes**, high-fidelity mockups, and prototypes for editorial teams to ensure users could quickly access and interact with content.

#### **McClatchy** Raleigh, NC

##### **Lead Product Designer** | November 2016 - September 2018

- Supported recruitment and training operations while assisting with hiring, mentoring, and onboarding procedures, **growing the size of the team by 200% within just 1 year** in this new role.
- Built and sustained strong relations with major stakeholders while developing an efficient process to be integrated within AGILE based development teams.
- Led efforts to design and implement a **company-wide design system** to streamline UI elements across all McClatchy's digital platforms, improving workflow and collaboration between designers and developers.
- Led the design of enterprise-level tools for publishing teams, ensuring these tools were intuitive, scalable, and optimized for **large-scale content management** and distribution.

#### **McClatchy** Raleigh, NC

##### **UI/UX Designer** | October 2011 - October 2016

- Gained in-depth knowledge about Kanban and Sprint (AGILE frameworks) and proficiency in writing **production-level front end code** (HTML, CSS, jQuery) by working as a **member of the front-end engineering team**.
- Delivered smooth and faultless mobile web experiences by developing and implementing effective design strategies to build responsive news and niche websites with appealing aesthetics.
- Provided assistance in **conducting extensive usability studies** within formal and casual settings to obtain and gather essential feedback from users.
- Regularly contributed towards Gitflow codebase, leading to an **enhanced front-end development** skill set along with a **solid visual and UX design background**.

#### **The News & Observer** Raleigh, NC

##### **Web Designer** | October 2008 - October 2011

- Supported visual design processes for N&O, community, and niche websites with emphasis on speed, performance, and scalability.
- Communicated with editorial and advertising teams to ensure proactive coordination for completing site redesigns and rebranding ventures.
- Played a **key role in creating large scale projects** by utilizing a robust content management system through extensive HTML and CSS expertise.

## **Education & Certifications:**

- **Associates Degree in Applied Science & Digital Media**, Living Arts College
- Relevant coursework: **User-Centered Design, Responsive Web Design, Design Systems, Brand Identity Development**

## **Additional Notes:**

- *Available for freelance and contract opportunities*, with a focus on UX design & research, Design Thinking workshops, UI design, and responsive layouts.