

JASON JAMES

Product Design Lead · UX Manager · Lead UX & Conversational
AI Designer

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SUMMARY

Digital product & UX designer with deep fintech/banking experience. Strengths include ecosystem UX, systems thinking, accessibility, conversation design, and design systems.

EXPERIENCE

AVP, Product Design Lead & User Experience (UX) Manager

Oct 2025 – Present · Remote

Santander Bank, N.A.

- Assumed design leadership responsibility in the US during a critical time; formally promoted in Aug 2025.
- Represented the United States at face-to-face meetings and design sprints in Spain as global design leadership sought input on new ways of working.
- Successfully petitioned for funding and managed vendor onboarding of NN/g, IxDF, and HFI to provide training opportunities for the team.

Outcomes:

1. In a global design org of 500+, our team of 4 stayed visible in global work while supporting a US product org of 50+ stakeholders and 4+ verticals.
2. Kept a team of two designers, two writers (and one adjacent researcher) together through leadership loss, reorganizations, and multiple reporting changes.
3. Successfully petitioned to convert a key contractor to a full-time employee.
4. Interviewed, hired, and managed three summer interns.

Aug 2025 – Oct 2025 · Miami, FL (Hybrid)

AVP, Lead User Experience and Conversation Designer

Apr 2023 – Aug 2025 · Miami, FL (Hybrid)

Santander Bank, N.A.

- Lead UX Designer for Openbank, Santander's national retail online banking platform.
- Leading a team of three designers to support 8 verticals and 30+ product managers/owners in the US to localize a white-label platform created in the EU.
- Leading US conversation design for Sandi, the Santander Bank Virtual Assistant.

Outcomes: After launching in October 2024, the Openbank digital platform topped \$6B in deposits and 100,000+ customers by October 2025.

Sr. User Experience and Conversation Designer

Feb 2022 – Apr 2023 · Miami, FL (Hybrid)

Santander Bank, N.A.

Aug 2021 – Jan 2022 · Remote (Contract)

- Conversation Designer for Santander's Virtual Assistant "Sandi" (US).
- UX Designer for the self-service value stream, individually supporting two development squads for mobile and web.

Contract-to-hire role through Apex Systems.

Outcomes: Santander Mobile & Web Digital Banking rated 4.7/5 based on 379k App Store ratings (as of 2025-03-26).

AVP, Customer Service Operations

Mar 2020 – Jul 2021 · Aventura, FL (Hybrid)

Safrapay

- Creative technologist in a fintech startup: Chatbot Designer, Product Owner & Technical Curator (IBM Watson Assistant).
- Email communications copywriting & coding (HTML/CSS).
- Customer service workflow and procedure development.

Product Designer & Manager

May 2019 – Jun 2020 · Miami/Fort Lauderdale, FL

Cross.Team

- Product design for a small, cross-functional design & dev team.
- Redesigned presentation layer for a Fortune 500 financial institution's global trading platform; delivered a design system with tokenized, component-based design & dev architecture.
- Designed a transportation startup's shipping platform.
- Performed a visual accessibility audit of Safrapay's design system.

User Experience Designer

Feb 2018 – May 2019 · Fort Lauderdale, FL

Thinkrite

- Rebuilt design system visual layer from Sketch to Adobe XD.
- Created interactive prototypes (including data variables) with Justinmind.

Assistant Project Manager

Feb 2013 – Oct 2017 · Herndon, VA

E.E. Reed Construction

- Commercial construction project management. Award-winning projects include GMU Potomac Science Center and AOL Steve Case Center Renovation.

CERTIFICATIONS

Master Certificate in User Experience

Oct 31, 2024

Nielsen Norman Group

UXMC#: 1082409 (Interaction Design, UX Research, UX Management)

Verification: <https://www.nngroup.com/ux-certification/verify/>

15 courses passed:

1. Visual Design Fundamentals
2. Emerging Patterns in Interface Design
3. Service Blueprinting
4. Discovery: Building the Right Thing
5. UX Deliverables
6. User Interviews
7. Information Architecture
8. Omnichannel Journeys and Customer Experience
9. Usability Testing
10. Measuring UX and ROI
11. Analytics and User Experience
12. Design Tradeoffs and UX Decision-Making
13. UX Leader: Essential Skills for Any UX Practitioner
14. Product and UX: Building Partnerships for Better Outcomes
15. Mastering Influence

EDUCATION

UX & UI Design Bootcamp

Oct 2017 – Dec 2017 · Miami, FL

Ironhack

- Overall Hackshow Judge Favorite

Master of Business Administration, Sustainability

Aug 2015 – May 2017 · Remote & Costa Rica

Eastern Mennonite University

The Collaborative MBA is rooted in the “triple bottom line” of people, planet & profit.

Coursework: Leadership; Data Analysis; Ethics; Organizational Behavior; Managerial Finance & Accounting; Sustainable Organizations; Marketing; Managerial Economics; Sustainable Business Models; Economics of Sustainability; Applied Business Sustainability.

Bachelor of Arts, History

Aug 2006 – May 2011 · Charlottesville, VA

University of Virginia

- Learned to read, write, and reason; completed 1 year toward a master's degree in education.

VOLUNTEERING

Co-Organizer

Jul 2019 – Jul 2020 · Miami, FL

UX+Fajitas

- Facilitated community education and sharing of design tool best practices (previously Sketch+Fajitas, the official Miami Sketch Meetup).

TALKS

Machines are Writing Now: Conversation Design in the Age of GPT-4

Selected talks

Talk covering conversation design fundamentals and the changing landscape of LLM tools (Watson Assistant, ChatGPT, Midjourney, Voiceflow).

- UXPA Boston — Jul 20, 2023 ([YouTube](#))
- SDN Portugal — Jun 28, 2023
- Santander Bank Global Design Community — May 24, 2023 (Private)
- Santander Bank, N.A., Marketing Organization Lunch & Learn — Apr 25, 2023 (Private)