

JASON ANDREW BRYANT

Richmond, VA | heyjasonbryant@gmail.com | 865-385-1002 | [linkedin.com/in/heyjasonbryant/](https://www.linkedin.com/in/heyjasonbryant/) | jasonbryant.design

DESIGN DIRECTOR | ENTERPRISE UX STRATEGY, EXPERIMENTATION & RESPONSIBLE AI

PROFESSIONAL SUMMARY

Design leader with 23+ years of experience, the last 17 building and leading design inside Capital One. Right now that means setting UX strategy for an AI-native transformation: consolidating 100+ fragmented systems into one composable platform, and personally piloting tools like Figma, Claude, and Gemini to change how design work gets made.

Before that, I built the team behind an experimentation platform generating \$1.25B+ a year (spending as much time on responsible AI guardrails as on the platform itself), and led the iOS redesign that won Capital One's first J.D. Power award. I like solving hard, messy problems at scale, and I'm looking for a next chapter measured by real-world impact, not AI tokens or product metrics.

PROFESSIONAL EXPERIENCE

CAPITAL ONE | RICHMOND, VA

JULY 2009 – PRESENT

MARKETING TECHNOLOGY PLATFORMS, DESIGN DIRECTOR

MARCH 2021 – PRESENT

- Owns design strategy for Capital One's marketing technology portfolio, including the Content & Experimentation team built in the prior role, setting the multi-year vision to consolidate 100+ fragmented systems into ~30 composable capabilities, the architecture behind Capital One's CEO-prioritized Marketing Imperative.
- Scaled adoption of a self-service platform to 600+ associates in two years, now routing ~18% of the company's billion-plus annual servicing messages, empowering associates to send customers better, more relevant messages at scale, the proof point that unlocked funding for full platform consolidation.
- Setting the martech design organization's AI adoption strategy, piloting Figma, Claude, and Gemini across the team to redefine how work moves from ideation to delivery.
- Set research and prioritization strategy across 26+ customer touchpoints and 15+ platforms, translating findings into the investment case that shapes where the org places its design and engineering resourcing next.
- Partner daily with Product, Tech, and Operations, regularly with Data and the Lines of Business (Credit Card, Bank, Small Business), and periodically with Brand, helping shape semi-annual OKRs and align the design portfolio to the highest-impact priorities.

CONTENT & EXPERIMENTATION, SENIOR DESIGN MANAGER

APRIL 2019 – MARCH 2021

- Hired and built the design team behind Capital One's platform-company strategy: messaging experimentation and decisioning UX that, in partnership with product and LOBs, drives over \$1.2 billion year over year in present value revenue.
- Partnered with data science teams to develop an urgency-value scoring arbitration model, balancing customer relevance against business value so machine learning could cut

communication noise without leaving revenue on the table.

- Led teams of 7–12 designers across multiple associate-facing platforms, setting design direction from early strategy and discovery through implementation and adoption.

iOS PRODUCT DESIGN, DESIGN MANAGER to SENIOR DESIGN MANAGER

2016 – APRIL 2019

- Co-led the design and delivery of EASE, then a CEO priority, making it easier for customers to manage their accounts and pay bills, and earning Capital One's first J.D. Power award for banking app UX in 2017 while lifting Net Promoter Score from the low 60s to the mid-70s.

MOBILE APP DESIGNER, CONTRACTOR to SENIOR ASSOCIATE to PRINCIPAL DESIGNER to DESIGN MANAGER

JULY 2009 – 2016

- Directed five major redesign cycles, including a full product restart, using empathy research, multi-concept testing, and iterative prototyping to guide design decisions.
- Joined as the second designer on Capital One's mobile team and built the iOS design practice as the organization expanded, establishing foundational approaches for product design and collaboration.

EDUCATION & EARLY CAREER

University of Tennessee | Knoxville, TN | Bachelor of Fine Arts in Graphic Design

Early Career: Graphic Designer, Fiveman Productions (2003–2007) · Web/Digital Designer, Scripps Networks (2008–2009)

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Product Manager Machine Learning Certification Program | University of California, Berkeley

Usability Analyst & UX Analyst Certifications | Human Factors International

Certified Coach | National Interscholastic Cycling Association

SKILLS

Design Leadership | UX Strategy | Service Design | Design Systems | User Research | Journey Mapping
Organizational Transformation | Experimentation & A/B Testing | Responsible AI | Enterprise Platforms | Accessibility

Team Development | Cross-Functional Leadership | Executive Stakeholder Influence | Executive Storytelling