Jason Reid Scott

Hands-on Design Director | Product, UX and Interaction Design

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PROFILE

Hands-on design director with 13 years of product design in San Francisco, across commerce, healthcare, financial services and consumer products. Sets product and creative direction while designing interactions, building prototypes and developing design systems. Leads multidisciplinary teams from discovery through delivery, with an independent practice exploring AI-assisted design and product development.

EXPERTISE

UX/UI design, interaction design, visual design, information architecture, design systems, prototyping, usability testing, accessibility, product strategy, design direction, team leadership and stakeholder alignment.

EXPERIENCE

Independent Practice | Design Director

2024 - Present | Freelance design and independent R&D

Selected freelance projects alongside AI-assisted design and product research. After 13 years in San Francisco, relocated to Indiana in 2023 to support family and took time away from full-time employment.

Atlas A15 | Founder

2026 - Present | Independent R&D initiative within current practice

- Defined product strategy and workflows to help designers and AI coding agents capture, specify, reconstruct and verify web motion.
- Directed AI-assisted development of experimental capture and reconstruction tools; evaluated synthetic benchmarks and selected live-site interactions.
- Established evidence provenance and separate technical and design acceptance criteria. Research prototypes inform a V0.1 workflow awaiting validation.

Y Media Labs | Design Director

Jun 2020 - Jan 2023

- Kaiser Permanente: Led design for the redesign of web, mobile and on-demand care by video, phone and chat. Managed 11 designers across workstreams and partnered with clinical, product and engineering teams on patient and clinician experiences.
- Kaiser Permanente results: Fast Company named Kaiser Permanente its 2022 Design Company of the Year. Member satisfaction with the digital experience rose from 86% to 92%, online appointment booking rose 80% for the year, and site visits more than doubled year over year. The app won a 2022 Webby People's Voice award.
- YETI: Directed the Bags product-detail experience, combining product storytelling, photography, comparison and motion within a reusable design system. The collection sold out within 24 hours of launch, conversion rose 66% over existing product pages in the first quarter, and the site won a W3 Gold award.
- Aligned multidisciplinary teams through design reviews, high-fidelity prototypes and engineering collaboration while remaining hands-on in design execution.

Y Media Labs | Associate Design Director

Apr 2018 - Jun 2020

- First Republic Bank: Led mobile banking redesign spanning information architecture, design systems, Zelle transfers, wealth management and direct access to personal bankers. Clients moved $185M through Zelle in the first 30 days.
- Clover: Led redesign of the Help Center and merchant onboarding, combining information architecture, content strategy and UX writing.
- Dolby Cinema: Designed and prototyped pre- and post-show experiences, including group ticketing, exclusive content and local partner integrations.

Y Media Labs | Lead User Experience Designer

Feb 2016 - Mar 2018

- Led design for KeyBank mobile banking and its Financial Wellness experience, and BitTorrent Now across iOS, Android and tvOS.

Y Media Labs | Senior User Experience Designer

Nov 2014 - Feb 2016

- Led design of the first and subsequent CloverGo mobile point-of-sale releases for iOS and Android, sold in Apple Stores; designed Western Union mobile experiences integrating WeChat.

EARLIER EXPERIENCE

Mural.ly | UX Consultant

Jan 2014 - Aug 2014

Designed interaction experiences for Mural Sketch and Mural Scan while the company was a startup in residence at IDEO.

Appsperse | Co-Founder and Head of Design

May 2011 - Jun 2012

Co-created a mobile marketing analytics platform connecting acquisition channels with user lifetime value. Appsperse was acquired by AdRoll.

EDUCATION

Academy of Art University | Master of Fine Arts, New Media
Purdue University | Bachelor of Arts, Philosophy and Art History; minor in Computer Technology

DESIGN & AI PRACTICE

Work across design, coding agents and generative media to develop concepts, interaction specifications and working prototypes. Connect project context through Model Context Protocol (MCP) integrations and evaluate results against design intent.

Selected tools: Figma, Adobe Creative Cloud, ChatGPT, Codex, Claude Code, Runway and Google AI tools, including Gemini and Flow.