

Jason Grant

Boston, MA | hello@jasongrant.me | www.jasongrant.me

Design executive with 10+ years scaling product design organizations, from founding teams to leading within 80+ person design orgs. I build the operating systems, hiring strategy, and cross-functional partnerships that let design function as a strategic lever: design systems, research operations, accessibility, content, and AI-driven product experiences at platform scale. A rare hands-on leader who prototypes in code to accelerate decisions, grounds strategy in data, and partners with C-level peers to shape product direction.

Work Experience

Head of Design

Hi Marley | Boston, MA | January 2025 - Present

Sole design leader at an InsurTech SaaS platform serving 100+ insurance carriers and ~30,000 operators. Accountable for product design strategy, organizational design, and execution across the platform. Reports to the Chief Product Officer.

- **Platform Scale & Business Impact:** Supported a platform processing 6.4M+ insurance claims annually, roughly 13% of all P&C claims filed in the US and Canada, with an 86.6% customer opt-in rate and 51.5M human messages exchanged. Prepared the application to onboard 26,000+ new users from top-tier enterprise P&C carriers.
- **Design System & Prototyping Transformation:** Established the Hi Marley Design System on Docusaurus and shifted design workflows from static Figma files to a live NextJS/Vercel prototype with stakeholder commenting, materially improving feedback cycles and reducing design-to-engineering handoff ambiguity.
- **AI & Chat Experience Strategy:** Defined the product strategy and design for the AI Writing Assistant and reimagined the chat thread experience with configurable alignment options. Partnered directly with Fortune-tier enterprise customers to align on direction, build trust, and accelerate adoption.
- **Strategic Product Architecture:** Led the app shell redesign, designed a scalable settings framework to support future product expansion, created RCS branding enablement workflows and partner configuration tools, and designed quiet hours and workflow initiation features, balancing near-term delivery with long-term platform scalability.
- **Research Operations & Data-Driven Design:** Implemented Dovetail as the organization's first research repository, developed a tagging methodology for high-quality user interaction data capture, and consolidated AI opportunity mapping to drive innovation across the company.
- **Team Building & Hiring:** Scaling the design function from a single designer. Leading hiring strategy, scorecards, job descriptions, and interview frameworks for Senior Design Engineer and product design roles. Driving OKR planning and cross-functional alignment for the Supervisor experience initiative.

Director of Product Design

Klaviyo | Boston, MA | July 2023 - December 2024

Directly managed up to 15 across Designers, UX Engineers, Motion Designer, Content Designers, and Managers. As fractional interim VP, held the design quality bar across an 80-person product org and represented design at PRD approval. Reported to the VP of Design (CEO direct report) and partnered closely with the CTO and VP of Product.

- **Design Quality & Review Ownership:** Established design reviews across all product areas, including ventures and AI, at early and late stages. Primary design approver for the 80+ person design org, accountable for end-to-end experience, interaction design, and information architecture quality.
- **Growth & Business Impact:** Ran growth experiments including a free-to-paid conversion test that lifted 28-day conversion +0.7% absolute and went GA.
- **Org Building & Hiring:** Built three new teams from zero (Design Systems / Ascent, Content Design, Internationalization) and hired the leaders for each.
- **Localization & Internationalization:** Spearheaded the product localization initiative, launching the app in French as the first of many localized versions. Authored design guidelines, ran audits, and reported to executive leadership on goals and metrics.
- **Cross-Functional Strategy & Product Leadership:** Drove cross-functional alignment to tackle design debt and improve information architecture. Assumed the product management role to initiate and drive major unstaffed projects including Filters and the homepage redesign.
- **Career Development & Org Health:** Updated career ladders and promotion guidance for the design org. Captured manager workshop insights to drive consistent feedback and expectations. Established rotation opportunities, enabling designers to build breadth across product areas.

Senior Manager, Design Systems

Klaviyo | Boston, MA | July 2021 - July 2023

Directly managed up to 12 across Designers, UX Engineers, Motion Designer, and Content Designers.

- **Design Systems Leadership & Strategy:** Established and scaled design systems, serving as Design Leader, Product Manager, and hands-on contributor. Introduced 6-week planning cycles, component request processes, and structured documentation to streamline collaboration and maintain system consistency.

- **OKR Planning & Vision:** Led quarterly OKR planning and developed yearly vision roadmaps that informed three new specialized team builds (later launched as Design Systems / Ascent, Content Design, and Internationalization).
- **Accessibility & Usability:** Led accessibility efforts conducting audits with JAWS, Apple VoiceOver, and Axe DevTools. Identified gaps between app features, advocating for usability improvements that addressed key pain points.
- **Content Design Function & Strategic Prioritization:** Established the content design function within the product design organization, prioritizing high-impact work to align with overall product goals and maximize the team's effectiveness.

Head of Design

Vertex Pharmaceuticals | Boston, MA | March 2017 - July 2021

Built and led the Vertex Experience Design team of up to 8 FTE designers, researchers, and contractors. Focused on scaling creativity through design operations, culture, and capabilities across scientific research and business needs. Created a design system to improve consistency, speed of delivery, and quality of internal customer experiences. Built platforms from disparate apps to increase usability, access to data, and decision-making for biology, chemistry, clinical trials, business functions, and executive knowledge management. Partnered regularly with C-level leadership.

Head of Design

Collaborative Consulting | Burlington, MA | May 2014 - March 2017

Led strategic design to create intuitive, accessible user experiences across industries, managing a team of up to 6 delivering high-quality designs and front-end development. Refined design processes, mentored staff, and contributed to customer relationships and the sales pipeline. Industries and clients included:

- **Ecommerce:** Rue Lala, J.Jill, TJX Companies
- **Government:** Massachusetts DCS Foreign Labor Certification, Massachusetts DUA
- **Other:** Dunkin' Brands, Beaver Visitec, Wellington Management

Solutions Experience Manager, AEC

Dassault Systemes | Waltham, MA | November 2011 - May 2014

As product owner, developed a strategy for twelve products targeting the architecture, engineering, and construction market. Led design and engineering teams in developing three of the products and collaborated with go-to-market and pricing teams to launch the first product.

OTHER EXPERIENCE

Founder | oлло | 2025 - Present

Building an employee-first career growth tracker that turns everyday work into review-ready, promotion-ready, interview-ready proof. Leading product, design, and engineering; running private beta; conducting user research; defining positioning and go-to-market. (getollo.com)

Mentor | ADPList.org | 2022 - Present

Global mentorship platform connecting aspiring designers with experienced professionals. Mentored 60+ individuals, providing 2,000+ minutes of guidance on design systems, career growth, and portfolio reviews.

Adjunct Professor | Endicott College | September 2023 - May 2024

Taught User Experience Design covering wireframing, branding, responsive web design, HTML/CSS, mobile app design, user research, journey mapping, testing, and storyboarding.

Technologist | Architecture Firms | 1997 - 2011

Various architecture firms driving the transformation from 2D plans to 3D Building Information Modeling, enhancing the design and delivery of Architecture, Engineering, and Construction projects.

EDUCATION

Bachelor of Architecture (BArch) | Boston Architectural College | 1997 - 2004

TECHNICAL SKILLS

AI-Assisted Design, Cascading Style Sheets (CSS), Collaboration, Communication, Competitive Research and Analysis, Design Leadership, Design Management, Design Research, Design Systems, Figma, Front-end Engineering, Go-to-market Strategy, HTML, Information Architecture, Interaction Design, Internationalization (i18n), JavaScript Frameworks, Localization (l10n), Mentoring, NextJS, Prototyping, Strategic Design, User-centered Design, User Experience, UX Research, W3C Accessibility (a11y)