

JASON HAYNES

Product Designer · **Design systems that hold up across many products and many markets**

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Product designer with 15+ years across enterprise, agency, and startup work. Sole author of the design systems serving roughly **10 products** at City Electric Supply, a **3,400-store international brand**, plus the cross-cultural research behind their localization architecture. Previously led design on Fortune 500 mobile and web launches at Photon, including Toyota, Lexus, and Mazda apps — now rated **4.8 across 602K App Store ratings**. Architecture-trained, works in code, and builds and ships products end to end using AI-assisted workflows.

EXPERIENCE

Senior UX / UI Designer · City Electric Supply

May 2022 — Present

Dallas, TX · Remote · 3,400-store international electrical distributor

- Sole author of the design systems now used across **~10 products** — the single source of truth for component, pattern, and platform decisions across the org.
- Rebuilt the flagship Figma architecture and library: components **-60%** (80 → 32), layers **-58%** (607 → 255), loose groups **-100%**. Routine edits dropped ~70%; layout changes 1:30 → 0:04.
- Designed and shipped the Connect 2024 conference app around a **points economy spanning ten earn activities**: 15,322 vendor contacts saved (~8 per attendee) and 21,559 collectibles earned across a two-day event, no prior install base.
- Authored *Global Markets: Cross-Cultural UX* — 70 pages mapping Hofstede's six cultural dimensions to interface decisions, plus a teardown of global competitor Rexel. Proposed five market-specific systems from one shared library.
- Deliver design in Figma against Swift implementation, working directly with engineering through build rather than handing off at spec.
- Technical lead for designers assigned to my direction — one at a time on a rolling basis — covering direction, design review, and standards.

Lead Designer · Photon

Mar 2018 — Jul 2021

Dallas, TX · Digital agency to 37 of the Fortune 100 and ~47% of the Fortune 500

- Directed a distributed design team of up to **12 designers** across multiple time zones on enterprise client engagements — direction, review, and delivery standards.
- Toyota, Lexus, and Mazda — shipped iOS and Android apps across all three brands. The Toyota app rose from **2.6 to 4.8 stars**; all three remain live and hold **4.8 across 602K App Store ratings**.
- GSK / Theraflu — shipped consumer mobile app across iOS and Android.
- JCPenney — shipped an in-store kiosk configurator for bedding, drapes, and accessories, plus a **self-checkout pilot** and responsive web.
- MedImpact — designed and shipped a large-scale healthcare web platform.
- Additional engagements: MetLife, Walmart, L'Oreal, Citi Group, Santander, Plymouth Rock, and Wynn Resorts (concept) — spanning automotive, pharma, retail, banking, insurance, healthcare, and hospitality.

- Sole design function from pre-launch through retail: e-commerce platform, mobile app design, packaging, brand execution, photography, and marketing collateral.
- Built customer segmentation and user-journey documentation that guided product and campaign decisions.

- Designed, manufactured, and sold a line of customized physical products — **~\$1M cumulative revenue**, six figures annually. Built the production, fulfillment, and support systems — including 17,672 automated buyer offers — now run day to day by hired staff.
- A single parametric product template generated **4,460 orders and \$184,363** from one listing.
- Sold across eight channels — Amazon, Etsy, Walmart, eBay, Rakuten, Shopify, Tophatter, and Touch of Modern — plus wholesale to Weir's Furniture and curated placement at **West Elm**.
- Raised **\$171,055** on Kickstarter through 2023, including a playing card deck manufactured by **Bicycle** and still for sale.
- Design and brand consulting alongside the product business. Clients include Haworth, Brunswick, MARS, Godiva, Dillard's, and Interstate Batteries.

SELECTED PROJECTS

CAPABILITIES

PRACTICE

Design systems · Interaction design · Prototyping · User research · Usability testing · Information architecture · Multi-platform (iOS, Android, web, watch)

TOOLS

Figma, Sketch, Adobe Creative Suite, InVision, Principle, Flinto, Zeplin

AI PRACTICE

Claude and Grok for research, prototyping, API integration, and full-stack build. Cross-model verification — same prompt run against multiple models to surface consensus and divergence before acting on output.

CODE & PLATFORMS

HTML, CSS, PHP · Shopify, WordPress, WooCommerce

EDUCATION & RECOGNITION

UNIVERSITY OF HOUSTON, COLLEGE OF ARCHITECTURE

Professional Degree, Architecture — Magna Cum Laude, 2008
B.S. Environmental Science — Magna Cum Laude, 2008

RECOGNITION

Award for Best Design — Haworth Office Design, New York
Published in Interior Design Magazine, Huffington Post, and Business Insider