

Jason Silva

Principal Product Designer

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Summary

Principal product designer with 20+ years of experience designing enterprise-scale platforms across financial services, consumer platforms, and utilities. Specializes in information architecture, design systems, and end-to-end product design. Proven track record translating business goals and user research into scalable systems and measurable improvements. Experienced leading design across distributed teams in regulated environments.

Core Skills

Product Design: UX/UI, interaction design, prototyping

Systems & Architecture: Design systems, IA, scalable frameworks

Strategy & Research: UX strategy, user flows, usability testing

Leadership: Cross-functional alignment, design reviews, stakeholder communication, design system ownership

Tools: Figma, FigJam, Airtable, Adobe Creative Suite

Certification & Recognition

Deque Accessibility Certification | HFI Certified Usability Analyst (CUA)

Stevie Awards | ADDY Awards | ShowSouth | PIAG | Chauncey

Education

Bachelor of Fine Arts, Graphic Design (Cum Laude)—University of Tennessee, Chattanooga

Experience

Truist—Principal Product Designer | 2022-2026

- Led UX strategy for Truist public-facing platform across 40+ products, reaching 17.5M+ monthly visitors
- Directed navigation and sign-in redesign, driving measurable VOC improvement (15 pts) and improved sign-in and product discovery across the unauthenticated platform
- Delivered merchandising UX improvements across multiple business lines, generating 10-15% month-over-month conversion gains in 2025
- Built and scaled the unauthenticated design system (AEM) with a cross-functional team of 12—delivering 35+ components, 25+ patterns, and 15+ templates to support Truist 120+ person enterprise UX org, reducing design rework and accelerating development timelines
- Led UX strategy for the Truist Championship PGA Tour campaign (2025-2026), spanning the inaugural Philadelphia event and permanent Charlotte home

US Bank—Senior Product Designer | 2020-2022

- Led UX design for 13+ communication personalization preference flows across email, phone, and text channels, ensuring regulatory compliance and mitigating litigation risk
- Supported enterprise Figma migration, translating 10-15+ components into the evolving UX design system serving an 85+ person UX org
- Mentored 2 junior designers, accelerating onboarding and raising design consistency across a 9-person UX team
- Embedded accessibility standards and research-informed decisions into design workflows across business segments

Ally Financial—UX Architect | 2015-2019

- Led IA and UX design for the full integration of Ally Invest into the authenticated platform across desktop, mobile web, and mobile app—expanding the feature set for millions of Ally banking customers while meeting accessibility compliance and mitigating regulatory litigation risk
- Directed IA redesign and modernization of the Ally Invest mobile app, bringing an aging system into brand alignment and usability parity with the desktop platform, in close partnership with an engineering team of 4-6 developers
- Led UX for Managed Portfolios and multiple high-profile product launches on the authenticated deposits platform, partnering with Product Owners to improve product offering and usability for millions of customers
- Championed accessibility across a 50+ person UX org during a pivotal period of post-2015 US banking regulatory change—designing a documentation framework and template to integrate WCAG standards into the Sketch workflow and handoff process
- Partnered with engineering (desktop team of ~8) to align UX systems with scalable, brand-consistent frontend experiences across brokerage and deposit platforms

Electric Power Research Institute (EPRI)—UX Design Lead | 2013-2015

- Established EPRI first-ever UX practice from the ground up within a 10-person engineering-led team, introducing UX strategy, research practices, and design standards to an organization with no prior UX presence
- Rebuilt the IA and UX for EPRI primary SharePoint-based research platform, modernizing a data-heavy document management system used by scientists, researchers, and engineers
- Led a team of 3 engineers to design and launch an executive mobile app, providing on-the-go access to internal research previously restricted to office-based servers—a first for the organization
- Drove tooling modernization from Axure to Sketch, introducing versioning and iterative prototyping workflows that replaced a rigid 6-month waterfall release cycle with a more responsive, design-led process

Lowe's—UX Designer | 2011-2013

- Contributed UX design and research across a fully cross-functional agile pod of ~12—including product owner, BA, content, engineering, and UX—one of the most effective team structures in my career
- Designed omnichannel features across the product browsing, research, selection, and cart experience for one of the largest home improvement retail platforms in the US
- Built innovative in-store simulation tools for the web, including a paint selection feature designed to replicate the physical in-store experience digitally—an early example of experiential retail UX

Racersites—Creative Director | 2002-2011

- Helped build a motorsports-focused digital agency from the ground up, serving world-class clients including Penske Racing, Chip Ganassi Racing, Hendrick Motorsports, Ferrari America, and the Indianapolis 500
- Designed, prototyped, and delivered racing branding and event websites end-to-end, communicating design outcomes to an engineering team of 2 in a pre-UX, pre-Agile era
- Collaborated with high-profile drivers and teams—including Danica Patrick, Ryan Briscoe, and the Rahal family—coordinating with PR and internal marketing teams on brand campaigns and event activations
- Performed professional race photography and team photo shoots, producing visual assets for websites, branding campaigns, and marketing collateral