

JASON BUTLER

SENIOR UX / PRODUCT DESIGNER | RESEARCH & DESIGN SYSTEMS

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PROFILE

Senior experience designer and researcher with 15+ years spanning UX, product design, and front-end development. Turns complex enterprise workflows into clear interaction models through contextual research, mixed-method studies, prototyping, and close collaboration with product and engineering. Brings the technical fluency to place each kind of complexity with the person or system best equipped to manage it.

CORE CAPABILITIES

Research & strategy: contextual inquiry, interviews, surveys, usability testing, heuristic evaluation, synthesis, JTBD, workflow mapping, information architecture | **Design:** Figma, interaction design, high-fidelity prototyping, design systems, design tokens, critique, accessibility | **Technical & AI:** semantic HTML, ARIA, CSS, JavaScript, Svelte, Agile, facilitation, mentorship; Claude, Claude Code, ChatGPT, and Codex

PROFESSIONAL EXPERIENCE

Offen Petroleum | Technical Product Manager

Nov 2025 - Present

Remote / St. Louis, MO

- Lead discovery and product direction for Pricebook, mapping a fuel-pricing ecosystem spanning operations, enterprise data, decision automation, customer systems, and ERP workflows.
- Observed pricing managers in context and overturned the assumption that surrounding tools were mere fragmentation; preserved expert workflows until the team could determine which complexity belonged with users or the system.
- Translate operational knowledge into product models, prototypes, and requirements; built AI-assisted formula proofs of concept and validated them with subject-matter experts rather than trusting generated output.
- Converted a keyboard focus-order audit into refined sprint work and partnered with vendors on end-to-end scenarios that distinguish implementation verification from business UAT.

Object Computing, Inc. (OCI) | User Experience Practice Area Lead Jun 2021 - Sep 2023

St. Louis, MO

- Grew from OCI's sole designer to managing four direct reports; interviewed and onboarded designers, coordinated staffing, intervened in delivery concerns, and provided situational coaching.
- Personally built the Asterisms Material 3 design system in Figma, then conceived, designed, and implemented its production Svelte theme switcher under senior-engineer coaching and code review.
- Led ambiguous client discovery through onsite observation, stakeholder interviews, workflow mapping, co-creation, and prototypes; converted domain complexity into interaction models teams could validate and build.
- Applied Nielsen's heuristics to technically capable, UX-weak products such as Xtrack; findings contributed to an implemented frontend refactor without changing the underlying railroad analytics.

Slalom Consulting | Experience Design Consultant

Apr 2018 - Jun 2021

St. Louis, MO

- Planned and conducted contextual research with Eastman installers in their workplaces; translated physical and digital workflows into product principles, prototypes, and usability studies.
- Designed and conducted Medtronic supplemental research with 25 interview participants across five countries and a 50-question survey yielding 611 responses across 63 countries; performed the bulk of synthesis for a collaborative five-segment persona framework.
- Defined user flows, interaction models, and prototypes for complex client products while collaborating with designers, requirements analysts, product leaders, and development teams.

EARLIER EXPERIENCE

Maritz Motivation Solutions | User Experience Architect

Apr 2016 - Apr 2018

Fenton, MO

- Created UX strategies for an employee-engagement platform; worked directly with product ownership and engineering from research and requirements through wireframes and prototypes.
- Initiated a corporate intranet discovery program without a dedicated budget: secured HR support, recruited and trained 12 volunteer researchers, designed JTBD interviews and consent materials, and synthesized findings through affinity, rainbow, and mental-model mapping.
- Taught contextual inquiry, usability testing, facilitation, and ideation practices; coached teams in iterative delivery and user-centered decision-making.

Royal Canin | eCommerce Webmaster

Apr 2014 - Apr 2016

St. Charles, MO

- Owned delivery and content operations across marketing and B2B ecommerce properties; coordinated an external Sitecore agency and connected brand, usability, content, and technical requirements.
- Built and normalized web content for 260+ products and 800+ SKUs; established front-end and content standards later used by the Canadian team.

Centene Corporation | Web Producer through Lead Web Producer

Aug 2004 - Apr 2014

Clayton, MO

- Held progressively senior web-production roles while helping expand Centene's web presence from 6 to 70+ sites and establishing UX, accessibility, front-end, and CMS standards.
- Restructured the front-end asset pipeline for a healthcare provider portal with approximately 350,000 registered users, reducing personally measured screen-load time from more than 10 seconds to under 1 second through smaller assets and optimized script ordering.
- Enabled distributed publishing by implementing WordPress, training content administrators, and mentoring developers and analysts across the organization.

SELECTED LEADERSHIP & DESIGN EVIDENCE

- Accessibility: applied Section 508 requirements, semantic HTML, ARIA, keyboard/focus evaluation, contrast checks, and automated testing across public and enterprise interfaces.
- Design-development bridge: maintains enough literacy across front-end architecture, data, and adjacent engineering domains to test feasibility claims and collaborate with specialists in their language.
- AI-assisted development: scopes Claude Code and Codex autonomy so established engineering decisions stay with the agent while product, workflow, interaction, and visual judgment escalate to him.

EDUCATION & CERTIFICATION

Bachelor of Science | Missouri Baptist University

Certified SAFe 4 Product Owner / Product Manager