

JASON MURSCH

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PROFESSIONAL SUMMARY

Product-Minded UX Leader with 15+ years of experience driving enterprise product strategy and measurable user outcomes across SaaS, Agentic and Generative AI, and logistics platforms. Operating with a Product Manager mindset, I specialize in aligning design-driven innovation with business goals, leveraging quantitative data to prioritize roadmaps and increase feature adoption. Proven track record of accelerating engineering velocity by 40% and delivering scalable design systems that serve as business-critical infrastructure.

PROFESSIONAL EXPERIENCE

RXO / XPO LOGISTICS • Principal Product Designer (Lead UX Strategy) • April 2021 – Feb 2026

- Drove end-to-end UX and product strategy for Generative AI-powered features, owning vision, interaction design, and experimentation while partnering with PM and engineering to ship elegant, insight-driven workflows that increased adoption and engagement
- Directed implementation of Reliability Design System across 2 major platforms, reducing UI inconsistencies by 40% and accelerating engineering velocity through 100+ reusable components.
- Partnered with product leadership on quarterly strategy reviews, translating UX research insights into 3–5 key strategic initiatives per cycle to influence the long-term roadmap.
- Delivered real-time UX performance dashboards (Pendo, Tableau, Looker), tracking 15+ adoption metrics and informing executive prioritization that increased feature adoption by 25%.
- Standardized Figma design practices and design token architecture, improving cross-team collaboration efficiency by 35%.
- Championed unified UX across mobile and web (iOS, Android, web), improving user task efficiency by 30%.
- Coached junior product designers in onshore and offshore studios, clarifying design principles, documentation, and collaboration practices to reduce rework and increase consistency across platforms.

BANYAN TECHNOLOGY, INC. • Lead Product Designer (UX Lead) • June 2018 – April 2021

- Directed UX strategy and design execution for 4 engineering teams, delivering responsive platforms for SaaS logistics solutions serving 500+ customers.
- Established a UX research and usability testing practice from scratch; conducted 40+ user interviews that informed feature prioritization and product roadmap.
- Designed and implemented freight analytics dashboard (Tableau), reducing manual reporting time by 10 hours/week.
- Developed cross-team collaboration framework reducing design-engineering bottlenecks by 40%, enabling 4 teams to ship features in parallel.
- Mentored junior designers, scaling the design practice from 1 to 3 dedicated UX resources.

ADENIUM SYSTEMS / DODGE DATA & ANALYTICS • UX Designer • 2002 – 2016

- Directed end-to-end product lifecycle for enterprise construction document SaaS applications, evolving UX strategies from legacy interfaces to modern, responsive standards over a 13-year tenure.
- Partnered with engineering and stakeholders to define digital product strategy, ensuring long-term scalability across multiple software iterations.
- Established foundational interaction design patterns that streamlined feature development and supported long-term client retention.

CORE COMPETENCIES

- Product Strategy: Product Roadmap Prioritization, Business Intelligence & ROI, Data-Driven Strategy, Executive Stakeholder Management, Agile/Jira Workflows.
- Design Systems: Systems Architecture, Component Library Management, Design Tokens, Governance, Scalable Frameworks.
- Research & Analytics: Qualitative Research (Interviews, Usability Tests), Quantitative Analytics (Pendo, Tableau), User Journey Mapping, Metrics-Driven Design.

TECHNICAL SKILLS

- Design: Figma (Design Systems, Tokens, Figma Make), Adobe Creative Suite, Prototyping, Responsive Web Design, Mobile App Design (iOS, Android).
- Product & Analytics: Pendo, Tableau, Looker, Google Analytics, Jira, Confluence, Heatmapping Tools.
- Development: AI-Assisted Workflow, HTML5, CSS3, Front-End UI Development.

EDUCATION

- Bachelor of Fine Arts | Edinboro University of Pennsylvania

A LITTLE BIT ABOUT ME PERSONALLY

I bring the perspective of someone who has spent years balancing a demanding design career with a full, very real life outside of work—as a parent on the sidelines of kids’ games, a dedicated golfer chasing that perfect drive, and a relentlessly curious tinkerer who’s just as interested in how systems work in the real world (and on the field) as on a screen. My background in both art and technology means I naturally toggle between big-picture vision and detailed craft, and that same mindset shows up in how I approach everyday challenges—designing routines, tools, and workflows that keep my family’s busy schedule (and game-day rituals) running smoothly while leaving room for experimentation and play. Those lived experiences keep me grounded in fans’ realities, fueling my drive to create products that reduce friction, spark joy, and help people connect more deeply with what they love.