



# JASON LUCAS

## PRODUCT DESIGNER

### ABOUT

Craft is king and my goal is to improve the quality of any product I'm working on. I'm focused on creating thoughtful, human-centered experiences that balance clarity, empathy, and impact. I believe great design isn't just how something works, but how it makes people feel—and I strive to build work that genuinely improves lives.

### SKILLS

Interaction design  
Human-centered design  
Design craft & visual polish  
AI-Assisted Product Design  
Prototyping and rapid iteration  
Strategic thinking & vision setting  
Storytelling  
Cross-functional collaboration

### TOOLS

Figma  
Claude Code  
Cursor  
Illustrator  
Framer  
Protopie

### CONTACT

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🌐 [Design Portfolio](#)

### EDUCATION

Brigham Young University  
B.A. Communication

### SOCIAL

📘 /jdLucas2  
📷 @jasonlucasdesign  
🎧 @jason\_lucas

### WORK EXPERIENCE

#### FIDARI

Sole Designer | Jul 2024 - Present

- Redesigned the physician referral dashboard around category-level decision-making — enabling clinicians to act on patterns across mental health, nutrition, and social needs rather than reacting to isolated flags.
- Designed an automated billing code capture system (PIN G0028/G0029, CCM, RTM) that surfaces eligible codes as computed outputs of navigator interactions — directly enabling new reimbursable revenue without adding staff.
- Built Fidari's design system from scratch, establishing a shared visual language and component library across provider tools, patient portal, and marketing site.
- Launched a modern, purpose-driven marketing site in Framer, translating Fidari's complex healthcare mission into an approachable, trustworthy story that connects clinicians, patients, and partners through clear value and empathy.

#### NEWFOLD DIGITAL

Senior Product Designer | Dec 2025 - Present

- Restructured the Site Editor's form builder settings architecture — surfacing submission behavior and confirmation states at the top level to reduce configuration friction and align the panel hierarchy with how users actually build forms.
- Relocated the analytics experience from a deprecated standalone dashboard into the Site Editor as a dedicated page — eliminating context-switching for site owners and creating a foundation for surfacing page-level insights directly within the building workflow.

#### PROGRESSIVE LEASING

Senior Product Designer | Nov 2021 - Present

- Simplified the Application process across the entire org by taking 16 Apply Flows down to one, resulting in a \$10M GMV increase.
- Led the UX direction for a brand refresh targeting Gen Z, using research insights to inform visual language, tone, and interface updates—helping the brand feel more approachable, vibrant, and emotionally relevant to a younger audience.