

Jason Guevara

Lead Product Designer

Product designer with 10 years of experience with a multidisciplinary skill set I utilize to help create easy-to-use products people love. Skilled at end-to-end product development, workshoping, user research, strategy and mentoring. I specialized in growth at Chime helping supercharge referrals and the new member experience.

Experience



Lead Product Designer at Chime
2021 - current

I led growth efforts specifically for activation. Improved the new member, onboarding experience and made referrals the most efficient acquisition channel at Chime.



Lead Product Designer at UserTesting
2019 - 2021

I was lead for the post-test and synthesis experience. I helped make drawing insights from research fast and effective.



Product designer at Bridge2 Solutions (now Bakkt)
2017-2019

I designed a white-label loyalty platform and helped to create concepts which allowed people to pay with rewards.



Senior Visual Designer at Sharecare
2014 - 2017

I designed top-of-funnel experiences aimed at getting people interested and eventually converting to Sharecare's offerings.



Director of Delivery + Creative Manager at Swarm Agency
2012-2014

I started as an entry level designer and progressed to manager and director by designing intuitive digital experiences for clients.

Education



Associate's Degree in Web & Interactive Media at Art Institute of Atlanta
2011 - 2013 · Atlanta, Georgia



Bachelor's Degree in Biology at the University of South Carolina
2004 - 2009 · Columbia, South Carolina

Details

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Main skills

Problem solving

Product strategy

Workshopping

Visual design

User research

Experimentation

Systems design

Mentoring

Recommendations

"...because of his thorough, thoughtful approach to product design, he regularly delivered well-executed, impactful solutions, and he was a constant advocate for meeting both user and business needs."

Kelsey Turbeville, PhD
Machine Learning Product at
UserTesting

"...I saw Jason grow more in two years than anyone I have ever seen. He is a true leader and knows how to make people around him want to grow with him."

Tom Ellis
CEO at Swarm Agency

[More on LinkedIn](#)