

Jason Azevedo

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SUMMARY

5+ years creating user-centered digital products that balance business goals, user needs, and scalable technical execution. I combine UX research, analytics, product strategy, and full-stack development to build high-performing digital experiences that increase engagement, improve conversion rates, and drive measurable business growth. Experienced leading cross-functional collaboration from discovery and prototyping through development, launch, and iterative optimization.

EXPERIENCE

Lead UX/UI Designer

YouBloom

February 2026 - Present, Remote

- Led iterative design reviews and usability validation sessions while introducing collaborative tools Miro and Trello, and shared design systems to streamline team workflows, contributing to a 34% increase in user engagement and improved task completion rates during user testing phases.
- Managed cross-functional collaboration between UX, engineering, product, and executive stakeholders to align strategic goals, reducing production bottlenecks and shortening release cycles by 29%.
- Established and maintained scalable UX/UI standards, accessibility guidelines, and component libraries, ensuring WCAG-compliant and mobile-responsive experiences across all digital products.
- Facilitated communication between technical and non-technical stakeholders, improving project alignment and reducing design revision cycles by 35% during development phases.

Product Research & Designer

LeadrPro

January 2024 - December 2024, Remote

- Led a brand identity and product discovery redesign for LeadrPro, merging user insights with market trends, resulting in a +600 new users, 35% conversion rate and 80% - 100% revenue increase using Figma, emailing services, photoshop and other tools.
- Spearheaded the design and implementation of a personalized user experience framework on the LeadrPro platform, increasing user engagement by 50% through the use of A/B testing, heat maps, and user feedback analysis.
- Collaborated with a global cross-functional team in developing a responsive design system, which streamlined the design-to-development process and decreased time-to-market by 25% using collaborative tools such as Figma and Trello.
- Generated over 40 high-fidelity mockups across a 3-month sprint using Figma to accelerate prototyping cycles by 35% and facilitate cross-team validation, ensuring alignment with stakeholder requirements and target KPIs.

Full-Stack Developer & Product Research Designer

OffMeta Fantasy

June 2025 - Present, Remote

- Led end-to-end product research and UX strategy, conducting user interviews, usability testing, journey mapping, and competitive analysis to define core product requirements and validate design decisions before launch.
- Created wireframes, interactive prototypes, and high-fidelity UI designs in Figma, translating research findings into user-centered experiences that achieved a 92% user retention rate across the platform.
- Applied UX research methodologies and A/B testing during product iteration cycles, increasing beta-user engagement by 29% and reducing onboarding friction identified during testing sessions.
- Designed and developed a full-stack web application from the ground up using React, JavaScript, Node.js, Express, PostgreSQL, and REST APIs, delivering a scalable platform architecture that.

EDUCATION

Bachelor's of Science - Web Development and UX/UI Design

Full Sail University • Orlando, FL • 2023 • 3.93

Associate's Degree - Social Psychology

Southern New Hampshire University • Manchester, NH • 2019

CERTIFICATIONS

Google UX Design Professional Certificate | Meta Principle of UX/UI Design | Microsoft UX Design Professional Certificate

2022

2023

2024

SKILLS

Adobe XD | Figma | React | JavaScript (ES6+) | PostgreSQL | Illustrator | Photoshop | After Effects | InDesign | CSS | Miro | Framer | Webflow | HotJar
