

Jason Sonderman | UXMC CPACC | San Antonio, TX

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OVERVIEW

UX executive with 20+ years leading high-performing, international design teams across SaaS enterprise, utility technology, and healthcare. Known for pioneering AI-accelerated UX delivery – moving from user research through interaction design to production-ready front-end code within the design function. Deep practice in design systems, Figma, WCAG accessibility, and Agile product development. I align UX strategy with business outcomes by embedding research and discovery into every phase of product shaping – and I build teams that raise the bar around them.

KEY PROFESSIONAL EXPERIENCE

Head of UX | [Arcos LLC](#) | Oct 2024 – Present

- Built and scaled an international design team across Poland and Mexico – growing from one designer and two consultants to three Senior Designers and one consultant – establishing UX values, research methodology, and cross-functional working agreements from the ground up.
- Pioneered an AI-accelerated delivery model that moves from discovery through UX design to draft front-end code entirely within the design function – reducing kickoff and handoff from a two-week investigation sprint to three days, cutting time to market by ~30%, and compressing a testable coded concept from 40 hours (wired Figma prototype) to 12 hours.
- Led 2.5 months of embedded field research across 14 customer sites with 120+ emergency workers, reframing product direction for the Lighthouse platform and delivering UX strategy up to 9 weeks ahead of planning sessions through close collaboration with Product Leadership.
- Shipped Lighthouse MVP on schedule (August 2025) despite two scope reductions, carving out 2–4 weeks of structured UX discovery within each Milestone definition and Shaping phase to validate feature value with utility users before development began.
- Strengthened partnerships with legacy Arcos products to infuse modern UX methodology and interaction principles into established product offerings, extending design system consistency across the full platform portfolio.
- Implemented an AI-enabled design system npm package and Figma MCP integration, enabling designers to build Higher Order Components directly against the production front-end codebase and near-eliminating revision cycles.

Global UX Lead | [TVH Parts, Co](#) | Apr 2023 – Oct 2024

- Led redesign of global e-commerce platform, increasing user engagement by 20% through UCD, Double-Diamond, and Design Sprint methodologies.
- Managed a team of eight UX Designers across international offices, establishing UX values, principles, and working methods.
- Implemented live customer discovery sessions and expanded experimentation framework using session recordings and behavior metrics.
- Refined design library in Figma and developed a CSS-based token library, improving design consistency and reducing development time.
- Managed team budgets, created business cases for funding, and aligned team priorities with business KPIs.

Lead Product Designer | [BetterCloud](#) | Mar 2022 – Mar 2023

- Designed complex enterprise features through low- and high-fidelity prototypes, increasing feature adoption by 32%.
- Led platform experience strategy and mentored a team of three product designers.
- Implemented a robust design system, streamlining UI consistency across multiple product tools.
- Reduced time to market by 20% through cross-functional collaboration with product, engineering, and marketing teams.

Lead UX Designer | [Archer Education](#) | Jul 2018 – Mar 2022

- Improved online higher education engagement by 35% through user-centered design strategies.
- Enhanced information architecture through high-fidelity prototypes for partner microsites, driving a 23% increase in lead conversion.
- Established and documented WCAG AA compliance across all online properties.

Lead Product Strategist | [Cerner eLearning](#) | Dec 2015 – Jun 2018

- Implemented design strategy for healthcare technology products, focusing on in-app coaching and compliance learning systems.
- Led the design and implementation of learning management systems for hospital administration.

Earlier Career: Principal UX Designer & Web Developer, blue148, inc (2003–2015) — 12 years leading web and UI design for a diverse portfolio of B2B e-commerce, international manufacturing, and start-up clients.

For a complete history of professional experience: [linkedin.com/in/jasonsonderman](https://www.linkedin.com/in/jasonsonderman)

SKILLS

Leadership & Strategy: UX Leadership · Team Building & Scaling · Cross-functional Collaboration · Stakeholder Alignment · Product Strategy · Executive Communication

Research & Design: UX Research · User Research · Interaction Design · Information Architecture · Usability Testing · Design Systems · Accessibility (WCAG 2.1 AA)

Tools & Technology: Figma · Figma MCP · VS Code · AI-assisted Prototyping (Lovable, Bolt.new, Figma Make) · HTML/CSS

Methodologies: Shape Up · Double Diamond · Design Sprints · Jobs-to-be-Done · MVC Architecture Framing

EDUCATION & CREDENTIALS

Nielsen Norman Group — User Experience Master Certification (UXMC) | Certification ID: 1046516

IAAP — Certified Professional in Accessibility Core Competencies (CPACC)

Kansas City Art Institute — BFA, Visual Communications

PORTFOLIO

Case studies from the last ten years of my career are available at jasonsonderman.info