

JASON LUNA

Design & UX Leader

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Overview

Using over 15 years of creative, product development and UX leadership experience, I built amazing teams of super-talented individuals and guide the craft behind product solutions for companies big and small.

Career Experience

Group Head of UX, Delivery & Design

Genius Sports, Genius Sports Media, BetGenius

2017 – 2019

Led a global multi-disciplinary team of 30+ with responsibility over product design and strategy, user research, visual design (both for product and marketing), and prototyping. Highlights include:

- Development and leadership of a global team spread across the globe on four continents –recruitment, training, skill development and mentorship.
- Stewardship of cross-functional efforts to redefine a global product development process to better align design teams with development teams – embracing Lean UX methodologies and agile practices.
- Developed a universal design system that supports over 20 consumer software products, support tools, reporting dashboards and mobile applications.
- Led global brand refinement, including logo redesign, product marketing, a new corporate website, style guides and templates.
- Design and development of several white-label applications for clients such as the NCAA, MLB and sports betting partners around the globe. Developed a fully featured live-data and gaming solution for the NHL that was showcased at their exposition at CES 2019.

Vice President, Product Development

GGN Gaming, (formally XFire), eSports Unified

2016 – 2017

Leveraging over 10 years in effective and efficient creative leadership, brand optimization, and account growth, I led a cross functional team of 20 to design, build, launch, maintain, and grow a world-class competitive gaming platform that allows US/global amateur gamers to compete in a professional landscape. I spearheaded the overall product/brand vision, aggressive project KPIs, and ensured delivery of multiple simultaneous projects within budget, scope, and investment milestones.

- Built a high-performing culture and team dedicated to on-spec, on-time delivery and execution.
- Took a hands-on role in conjunction with stakeholders to assess, identify and build out product roadmaps.
- Analyzed competitive offerings to ensure a compelling, user-centered feature design that prioritizes user satisfaction, consumer loyalty, customer growth and retention.
- Reviewed current/future market trends in eSports and gaming; built high value partnerships with Hi-Rez, NGE and SUPERCELL.
- Hand-crafted User Experience through extensive research culminating in user journeys, wireframes and prototypes.

Vice President of Product Development, Creative Director

ELM Learning

2014 – 2016

Multitasked to take over diverse roles in collaboration with the executive team — influential in boosting average deal size from \$20K to \$100K. Scaled growth to increase the creative team 100%; led succession planning initiative to promote 2 senior designers into leadership roles. Used strong negotiation and relationship development skills to close high value contracts with Tesla, Google, Postmates and Estee Lauder — then leading project creative direction.

- Innovated an end-to-end production process that streamlined workflow and communication between sales and production — process significantly improved project estimation and budgeting.
- Worked directly with the sales team, helping to increase productivity, prospecting, client capture, and retention.
- Evaluated technology, design, and production of e-learning solutions; ensured best practices and that offerings surpassed the competition and increased learning retention through better engagement practices.
- Influential in keeping the company at the leading edge of technology and creative design.
- Utilized financial acumen to compile relevant financial data into company budgets, P&L statements, and financial reports.

Creative Director, Product Design

Weedmaps, Ghost Group LLC

2014

Principal creative and brand strategy for all Weedmaps properties, including Marijuana.com and Weedmaps TV. Leadership in creative visual and copy direction for all campaigns across video, print, merchandise and social media. Developed, mentored and identified new discipline expertise for the Weedmaps design team. Define the creative and brand direction on Weedmaps' web presence including Weedmaps' website and mobile applications for iOS and Android. Worked directly with the Chief Marketing Officer to create and execute engaging live and on-line events, advertising and public relation campaigns in global markets. Created the "HIGH" campaign currently seen in all consumer advertisements.

- Created the first ever medical marijuana advertisement in prime placement Times Square, NYC
- Global brand launch including awareness advertising campaigns in 40 states in the US and 12 countries.
- Innovated the "HIGHER EDUCATION" campaign to increase medical marijuana awareness and acceptance in new markets. Re-launched a premier news and media outlet, achieving growth from 60K to 2M visitors per day.
- Launched Marijuana.com – A marijuana information and news site – 200k unique visitors per day.

Director of Technology, Principle Design & UX

Crowdstir, Young's Market Company

2011 – 2014

Dual role to spearhead both the creative and technical side of the firm; administered software research, infrastructure, and development operations. Led user research, pain/value studies and UX design and development. Oversaw developers and designers specializing in mobile app design/ development within the hospitality and restaurant industry.

- Strategically grew accounts, brand recognition and the bottom line via expert blend of social media, technology and strategic awareness campaigns.
- Oversaw development of Crowdstir Live – SaaS solution for bar and restaurant customer engagement.
- Developed unique customer loyalty application and POS integration software/hardware.
- Multitasked to supervise multiple client websites and web properties.
- Innovate and execute cutting edge technology solutions to help increase brand influence and alcohol sales.

Director of Design, Digital Experience & Mobile Games

Snail Games USA

2009-2011

Designed and developed multi-channel campaign strategies for free-to-play browser based and mobile games with microtransaction monetization models. Assisted with the creative development and production of multiple game titles, assets and artwork, marketing materials, and live event spaces for E3, GDC and Gamescom.

- Leveraging player insights and intelligence to design unique promotions – Took flagship game Heroes of Gaia from just under 100K users to 1M+ via publisher relationships with Kongregate and many others.
- Cross-functional success with operations, marketing, community management and overseas support.
- Launched hugely successful titles such as Ministry of War, Dragon Fire, and Age of Wushu.
- Creative Direction and campaign oversight for major Chinese/American launch of Age of Wushu starring Jet Li in several Chinese and American TV spots, social media campaigns and print.

Creative Director

Private Clothing Company

2005-2009

Headed a large art department that employed over 50 freelance artists. Oversaw the production and execution of hundreds of designs and illustrations for screen printing. Provided creative direction, and feedback to the artists and designers. Managed a small web development team that provided back-end development for the very popular and heavily visited website. Assisted with the day-to-day operations of the website. Assisted with a massive increase in site visitors by tens of thousands and sales that reached over 8 million dollars in 2008.

Lead Designer

Artisan Vehicle Systems

2003-2005

Designed and developed company's branding presence through various web properties, print materials, and trade show graphics. Provided support to engineering team with mock-ups and renderings with the use of 3D CAD tools, Solidworks and Maya Studio. Assisted prototyping team with custom graphics for vehicle dashboard displays, digital HUD's and various user interface projects.

Art Department Manager

JC Industries

2001-2003

Managed small design-to-print art department. Invoicing, and purchasing. Customer relations and support. Direct to print support and file preparation. Web design and graphic design.