

Jason Kyle

Human Centered Design Practitioner and Leadership

Seattle, WA | Prefer in-office; open to hybrid or remote

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SUMMARY

UX Design Leader with 20+ years of experience leading human-centered design across enterprise-scale systems. Proven ability to align cross-functional organizations around clear outcomes, scale design maturity, and deliver complex system-level solutions spanning ecommerce, logistics, operational technology, and AI-enabled experiences. Experienced in both strategic leadership and hands-on execution. Known for bringing clarity to complexity while strengthening trust, accountability, and measurable impact.

PROFESSIONAL EXPERIENCE

Amazon

Seattle, WA

UX Manager, Books (Discovery, Recommendations, AI, Author and Publisher Tools)

2024 to Present

Lead UX across Books shopping experiences including discovery, personalization, recommendations, Series, AI-enabled surfaces, Amazon Business, outbound communications, editorial experiences, and design systems. Also lead design for Author and Publisher tooling supporting independent and enterprise creators.

- Manage multidisciplinary design teams across customer-facing and internal publishing systems
- Drive outcome-based planning and roadmap alignment across Product, Engineering, Research, and Editorial
- Integrate responsible AI into discovery and recommendation surfaces
- Define scalable design systems and governance for personalization frameworks
- Improve discoverability and reduce cognitive load across large content ecosystems
- Mentor senior designers and strengthen high-trust team culture

Wayfair

Boston, MA (Hybrid)

Associate Director of Product Design, Supply Chain Technology

2022 to 2024

Led product design across Fulfillment Network, Delivery and On-Road Systems, and Physical Retail technology.

- Defined design operating model and cross-functional engagement rhythms
- Clarified roadmap prioritization and outcome alignment
- Elevated design quality and accountability across enterprise tooling
- Strengthened collaboration between Product, Engineering, and Operations
- Delivered tools supporting high-volume logistics networks

Amazon

Seattle, WA

UX Manager, Middle Mile Transportation and Sort Tech

2020 to 2022

Led UX for operational systems supporting fulfillment centers, sort networks, and transportation infrastructure across multiple global organizations.

- Managed global team of designers across US and EU
- Supported three Vice President organizations and six business lines
- Designed tooling for dock operations, routing optimization, and package flow visibility
- Standardized UX processes across distributed teams
- Increased operational clarity for high-pressure, real-time decision environments

Amazon

Seattle, WA

Senior UX Designer, Last Mile Operations

2017 to 2020

Led service design and internal tooling initiatives supporting on-road associates and station leadership.

- Conducted field research across 50+ facilities in 10+ countries

- Designed Station Command Center for real-time productivity and flow visibility
- Contributed to Delivery Service Partner program launch
- Built workforce management and deviation-handling tools
- Translated frontline operational insights into scalable system improvements

ACE Cash Express

UX Manager

Dallas, TX
2014 to 2017

Led UX across ecommerce and internal product systems.

- Managed team of designers across product and marketing
- Led CMS modernization initiatives using Sitecore
- Implemented CRM and communications strategy using Responsys
- Applied usability testing and behavioral analytics to improve conversion and reduce friction
- Influenced repayment decisioning and online account access systems

ACE Cash Express

Senior Web Developer (UX Hybrid Role)

Dallas, TX
2012 to 2014

Bridged Development, Marketing, and Business teams while establishing scalable front-end and email systems.

- Led email platform migration and responsive template architecture
- Established HTML and CSS standards across applications
- Built modular systems supporting lending and marketing workflows
- Improved cross-functional collaboration between technical and business stakeholders

ReadingGlasses.com

Ecommerce Director

Dallas, TX
2005 to 2012

An end-to-end leadership role spanning ecommerce, marketing, retail operations, and vendor management across multiple storefronts and brands.

- Directed ecommerce strategy and digital marketing execution
- Managed social media, email campaigns, and brand communications
- Oversaw photography, merchandising, and print collateral
- Coordinated vendor partnerships and operational implementations
- Supported five brick-and-mortar storefronts and scaling internal systems

EDUCATION

Bachelor of Arts, Graphic and Interaction Design

Art Institute of Dallas