

JAY LAWLOR

Product Design Leader

San Antonio, TX or Remote

Email: jay@jaylawlor.com | Website: jaylawlor.com

As a Senior Product Design Leader, I specialize in balancing complex business and technical requirements with fierce advocacy for the user. I don't just design screens; I design the way teams work. By setting high standards for both design systems and operational processes, I help organizations navigate ambiguity, optimize workflows, and launch successful, scalable initiatives.

EXPERIENCE

CVS Health, Remote, Aug 2021-present

Senior Product Design Lead, Aug 2024-present

- Delivered \$45M+ in annual cost savings by redesigning payment workflows, reducing user errors and elevating overall customer experience.
- Cut task completion time by 75% (2 hours to under 30 minutes).
- Raised design quality through structured review processes, instilling a culture of feedback, iteration, and continuous improvement across teams.
- Strengthened executive alignment and trust by leading weekly stakeholder syncs, ensuring design outcomes consistently advanced strategic business objectives.
- Achieved 100% on-time delivery of designs by facilitating adaptive problem-solving sessions, enabling rapid response to changing requirements.

Senior Product Design Manager, Jan 2024-Aug 2024

- Managed and mentored a team of 10 designers, streamlining patient scheduling from 15 screens to 7 for a faster, personalized experience, increasing scheduling conversion rates 10%.
- Onboarded native app designers and upskilled web team, improving component customization and ensuring on-time delivery across 40+ design features with 99% delivered on-time or early.
- Established cross-functional syncs that reduced redundancy, accelerated feedback cycles 70%, and aligned stakeholders to drive project momentum.
- Communicated vision and strategy while celebrating team achievements, motivating designers under shifting product scope and executive scrutiny.
- Championed operational excellence with 99.5% team business value added.

Senior Product Design Lead, Feb 2022-Jan 2024

- Led design of online scheduling for 135 MinuteClinic services and Pharmacy vaccinations, growing patient appointments from 21M to 23M annually.
- Defined and facilitated workflow design processes and a culture of design excellence, increasing team productivity from 90% to 95%.
- Elevated team performance by coaching designers to deliver high-quality, user-centered outputs aligned with business objectives, driving a 39% increase in Mental Health visits.
- Partnered with organizational leaders to articulate design strategies, present proposals, and document outcomes, strengthening stakeholder alignment and growth initiatives.
- Translated customer insights from Voice of the Customer, analytics, and JTBD surveys into prioritized opportunities that shaped the design roadmap.

Senior UX Designer, Aug 2021-Feb 2022 (Contract)

- Drove UX strategy and design for core MinuteClinic scheduling features, including optimization of the main appointment page, delivering patient experiences at scale.
- Partnered cross-functionally and with senior leadership to define design strategies, present proposals, and document outcomes, strengthening stakeholder alignment.

Principal Designer and Founder

Wheelhouse Publishers, Remote, Sep 2014 – Aug 2021

- Directed UX research, strategy, and design for author websites, fiction app, and digital campaigns, leveraging Photoshop, design tools, and WordPress visual builders to deliver branded, engaging experiences.
- Achieved 10–20% above-benchmark engagement, 162% ROI, and scaled marketing strategies to reach hundreds of thousands of readers and drive 1M+ e-book downloads worldwide.

Principal Designer and Founder

Creative Digital UX, Remote, Jun 2000 – Aug 2021

- Led full-cycle UX design from discovery to pixel-perfect visuals for startups, small businesses, and non-profits.
- Created a documentary film website recognized as an industry example that drove nationwide screenings.

Economist and Web Designer

Harvard University Center for International Development, Cambridge, MA, Apr 1997 - Jun 2000

- Designed and launched the center's original research and public websites, establishing a digital foundation for knowledge sharing and visibility.

Economist

S&P Global, Washington, DC, Jan 1995 - Mar 1997

- Delivered cost-price analyses articulate industry economic outlooks, leveraging advanced economic analytics to support strategic insights.
- Adapted forecasts in response to sudden market shifts, rapidly problem-solving while maintaining focus on the accuracy of economic outlooks.

SKILLS

- Design Leadership
- People Management
- Design Strategy & Design Craft
- Coaching and Mentoring
- Collaboration and Alignment
- Team Building
- Critical Thinking and Problem Solving
- Communication and Presentation
- UX Design
- UI Design
- Interaction Design
- WCAG Accessibility Design
- User Research and Usability testing

TOOLS

- Figma
- Sketch
- Enterprise Design System
- Miro
- Confluence
- Photoshop
- UserTesting
- Microsoft (Excel, PPT, Word)
- Adobe Analytics
- Quantum Metrics
- AI tools in UX workflow
- Exploring AI design tools (e.g. Figma Make)
- WordPress
- Sharepoint

EDUCATION

The University of Connecticut · Storrs, CT

Sep 1993–Aug 1995

M.A. in Economics

Stonehill College · Easton, MA

Sep 1989 – May 1993

B.A. in Managerial Economics