

JAY LAWLOR
Digital Product Design Leader
San Antonio, TX or Remote
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Seasoned Digital Product Design Leader with 25+ years of experience driving the design of innovative digital products. Managed design team in cross-functional collaboration to deliver digital products serving 14 million monthly customers and generating \$1 billion in annual revenue. Led software design initiatives that increased colleague efficiency by 40% and delivered financial savings of \$45 million a year. Expertise in user-centered design, UX strategy, people management, critical thinking, and cross-functional team collaboration.

EXPERIENCE

CVS Health, Remote, Aug 2021-Nov 2025

Sr. Product Design Lead, Aug 2024-Nov 2025

- Spearheaded the 0-1 design of pharmacy services rebate software product, increasing colleague efficiency by 40% and delivering \$45 million in financial savings through system modernization and automation.
- Collaborated on cross-functional team of design, business, product, and engineering leadership, ensuring alignment with key business metrics for rebate transform product while meeting user needs.
- Participated in Key Leaders 5itb group responsible for guiding the overall scope and process for launch of new client reporting product as well as directly leading our design team through the end-to-end design process.
- Facilitated design team planning, brainstorming, and working sessions so we could design quickly and keep the design team focused on the right things to meet project requirements.

Sr. Experience Design Manager, Jan 2024-Aug 2024

- Managed and mentored a team of 10 designers (5 direct reports) for complete redesign of retail patient scheduling and inclusion in new CVS Health Super App.
- New mobile-first designs resulted in 10% increase in conversions and contributed to 59 million new app downloads, 14 million monthly users, and \$1 billion in retail health services annual revenue.
- Communicated vision and strategy while inspiring and motivating team during time of organizational uncertainty, rapidly changing product scope, and intense executive scrutiny for highest priority work.

Sr. Experience Design Manager cont.

- Facilitated team-wide planning to create efficiencies and improve task predictability, where we achieved productivity rating of 94%, work efficiency of 98%, and value added of 99.5%.
- Prioritized design work assignments and managed workflow.
- Facilitated frequent design reviews to keep team aligned to user needs and business goals.
- Created weekly cross-functional collaboration to close feedback loop, improving our feedback cycle by 70%.

Sr. Product Design Lead, Feb 2022-Jan 2024

- Led design efforts for online scheduling of 195 MinuteClinic services, serving 6 million+ patients scheduling appointments online each year.
- Collaborated across disciplines to evolve the design practice, facilitate our workflow, and lead process improvements across our team to communicate user-centered design with consistency and clarity.
- Drove implementation of MinuteClinic appointment picker optimization, resulting in a 9% increase in successfully scheduled appointments.
- Defined workflow design process, organized, and facilitated design planning while managing agile sprint projects to drive a culture of design excellence.
- Coached designers in embracing a high standard of detailed design output for exceptional customer experience and alignment with business objectives.
- Engaged with organizational leaders to articulate design strategies, present formal presentations of design proposals, and document outcomes for stakeholder review.
- Compiled insights from customers to create a prioritized list of opportunities using Voice of the Customer, Analytics, and Jobs to Be Done (JTBD) surveys to inform design roadmap.

Sr. UX Designer, Aug 2021-Feb 2022 (Contract)

- Senior individual contributor responsible for UX strategy and design for several key MinuteClinic scheduling features, including optimizing main scheduling appointment page.
- Engaged with organizational leaders to articulate design strategies, present formal presentations of design proposals, and document outcomes for stakeholder review.

Principal Designer and Founder

Wheelhouse Publishers, Remote, Sep 2014 – Aug 2021

- Delivered all aspects of user experience research, strategy, and UX/UI design for multiple author websites, a serialized fiction mobile app, and digital book marketing campaigns.
- Websites and digital campaigns drove engagement rates that exceeded industry benchmarks by 10-20% and generated an ROI of 162% through effective branding efforts.
- Responsible for business strategy and operations, author product strategy, and digital marketing that reached hundreds of thousands of readers and generated one million e-book downloads worldwide.

Principal Designer and Founder

Creative Digital UX, Remote, Jun 2000 – Aug 2021

- Led end-to-end design processes from UX discovery through pixel-perfect visual designs for start-ups, small businesses, and non-profits. Design for a documentary film website was recognized as an outstanding example of a documentary film website and drove film screenings nationwide.

Economist and Web Designer

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

- Managed team supporting center-wide research and analysis, often in demanding environments as we were at the forefront of consulting on global economic events.
- Designed the center's original research and public websites.

Economist

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

- Produced cost-price analysis to effectively articulate industry economic outlooks, leveraging data analytics to support findings.
- Rapidly problem-solved to revise outlooks in response to sudden changes in the market while maintaining focus on critical key metrics.

SKILLS

Design Leadership
People Management
Design Strategy
Coaching and Mentoring
Project Planning
Agile Project Management
Collaboration and Alignment
Team Building and Management
Critical Thinking
Problem Solving
Communication and Presentation
Information Architecture
Wireframing / UX Design
Visual / UI Design
Interaction Design
WCAG compliance
User Research and Usability testing

TOOLS

Figma
Sketch
Enterprise Design System
Miro
Confluence
Adobe Creative Suite
UserTesting
Userfeel
Microsoft (Excel, PPT, Word, Whiteboard)
Adobe Analytics
Quantum Metrics
Microsoft Copilot
ChatGPT
WordPress
Divi (WordPress Visual Builder)
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