

JASON NOBLE

Principal-Level UX Leader | Enterprise UX Strategy | Product Design Leadership | Design Systems Governance | AI-Enabled Innovation

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PROFESSIONAL SUMMARY

Senior UX/CX Designer and enterprise UX leader with 25+ years of experience driving product strategy, design systems governance, workflow modernization, and customer experience transformation across healthcare, insurance, e-commerce, and enterprise software platforms.

Proven ability to align business objectives, customer needs, regulatory requirements, and technical constraints to deliver scalable digital solutions. Recognized for influencing product direction, establishing enterprise UX standards, facilitating cross-functional alignment, and driving organizational design maturity through collaboration with Product, Engineering, Research, Operations, and executive leadership.

Expertise includes enterprise UX, product design, design systems, AI-assisted design workflows, accessibility, service design, stakeholder management, and digital transformation.

ENTERPRISE LEADERSHIP HIGHLIGHTS

- Lead UX strategy and product design initiatives across enterprise healthcare, insurance, e-commerce, and digital product ecosystems.
- Influence strategic product direction through partnership with executive stakeholders, Product Management, Engineering, Research, and Operations leaders.
- Establish and govern scalable design systems, reusable UX standards, accessibility practices, and governance frameworks.
- Translate complex business, technical, regulatory, and operational requirements into intuitive, customer-centered experiences.
- Drive alignment across multidisciplinary teams through workshops, design reviews, strategy sessions, and product discovery initiatives.
- Champion customer-centered decision making, UX best practices, and organizational design maturity.
- Mentor designers and guide cross-functional teams in UX methodology, design quality, stakeholder engagement, and design system adoption.
- Accelerate design effectiveness through AI-enabled workflows leveraging Microsoft Copilot, Figma Make, and OpenAI Codex.

CORE COMPETENCIES

UX Strategy | Product Design Leadership | Enterprise UX | Customer Experience (CX) | Design Systems Governance | Human-Centered Design | Information Architecture | Interaction Design | Service Design | Design Thinking | Product Discovery | Product Strategy | Product Roadmapping | Accessibility (WCAG) | Design Operations (DesignOps) | Stakeholder Management | Executive Communication | Agile Product Development | Cross-Functional Leadership | Workflow Modernization | Digital Transformation | AI-Assisted Design | Generative AI | Microsoft Copilot | Figma Make | OpenAI Codex

PROFESSIONAL EXPERIENCE

UNITEDHEALTH GROUP / OPTUM - Remote

Senior UX/CX Designer, Consumer Office | April 2022 - Present

RITCHIE BROS. / EQUIPMENTONE - Vancouver, BC | Remote

Senior User Experience Lead | January 2015 - January 2022

MANAGEMENT SCIENCE ASSOCIATES - Pittsburgh, PA

Senior Application Analyst / UX Lead | July 2014 - January 2015

HIGHMARK / SDLC PARTNERS, L.P. - Pittsburgh, PA

Lead User Experience Designer | August 2011 - July 2014

TACHYON SOLUTIONS - Sewickley, PA

User Experience Designer / Web Developer | July 2009 - August 2011

HERITAGE WEB DESIGN - Remote

User Experience Designer / Web Developer | August 2008 - August 2010

GUPTA PERMOLD CORPORATION - Monroeville, PA

Web Developer / Graphic Designer | March 2006 - April 2009

WTAE-TV - Pittsburgh, PA

Graphic Designer | September 2001 - December 2005

KDKA-TV - Pittsburgh, PA

Graphic Designer | September 1996 - September 2001

GRAPHICS 22 SIGNS & ADVERTISING - Pittsburgh, PA

Graphic Designer | September 1996 - March 1997

TECHNICAL SKILLS

AI & Emerging Technology | Design & Prototyping | UX & Product | Leadership & Delivery

EDUCATION

THE ART INSTITUTE OF PITTSBURGH - Pittsburgh, PA

Associate Degree, Specialized Technology in Visual Communications
Concentration in Computer-Generated Design