

Jason Caldwell

Staff Product Designer | UI/UX · Design Systems · Data Visualization
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Staff product designer with 10+ years shipping UI/UX, design systems, and data visualization across SaaS, analytics, real estate, and AEC/construction software. Proven record of driving measurable business outcomes — from 41.9% ARR growth to millions of content pageviews — and increasingly technical, shipping LLM-based search and prototyping in React/TypeScript.

EXPERIENCE

Staff Product Designer Apr 2026 – Present

Bluebeam · Remote

- First designer of any kind to reach Staff level in Bluebeam's 20+ year history.

Senior Product Designer Oct 2022 – Apr 2026

Bluebeam · Remote

- Led end-to-end design of Studio Sessions for Web, bringing real-time document collaboration from desktop-only to the browser — hit 100% of its primary success metric 5 months ahead of schedule and cut time-to-open by 97%. Revu Auto-Align also reached its target ahead of schedule.
- Lead designer across 7+ concurrent initiatives — editor, search, real-time collaboration, Studio, integrations — consistently hitting deadlines while holding quality.

Product Designer Aug 2021 – Oct 2022

Doma · Remote

- Designed the end-to-end scheduling experience for the company's internal platform that processes real estate closings, letting operations teams book closings from a single tool — launched with zero missed closings.
- Built the experience around the platform's machine-learning engine so it flagged problems for the team to handle only when human judgment was needed — replacing tedious, error-prone manual monitoring and automatically routing related work to other teams.

Product Design Lead Feb 2019 – Aug 2021

Rise Vision · Remote

- Owned product strategy, the design system, in-app messaging, and product-led onboarding, reporting directly to the CEO.
- Built the company's first customer research and interview practice, raising target-segment NPS by 30%.

Product Designer Feb 2016 – Apr 2017

Crazy Egg · Remote

- Lead designer for the Hello Bar product; also drove content-marketing and social-media design.

Product Designer Jan 2011 – Jan 2016

Kissmetrics · Remote

- Lead designer on "Click to Track," a codeless analytics feature that became a flagship product differentiator.
- Created 50 data-driven infographics generating 2M+ unique pageviews, 125K social shares, and 40K backlinks; grew blog traffic nearly 700% (2011–2013).

SKILLS

Design: Figma, UI/UX Design, User-Centered Design, Design Systems, Interaction Design, Prototyping, Wireframing, User Flows, Design Thinking, User Research, Usability Testing, Information Architecture, Data Visualization, Visual Design, Responsive Design, Accessibility (WCAG)

AI & Technology: AI Product Design, LLM Product Design, Generative AI, AI/ML Integration, Machine Learning, Prompt Engineering, RAG Systems, Vector Search, Full-Stack Prototyping, React, TypeScript, HTML, CSS, JavaScript

Methods & Tools: Product Strategy, Design Leadership, Cross-functional Collaboration, Stakeholder Management, Product Roadmapping, Mentorship, Shape Up, Agile, A/B Testing, Usability Studies, Cognitive Load Testing, Conversion Rate Optimization (CRO), Amplitude, Adobe CC, Sketch, BigQuery, GitHub, Jira

Domains: SaaS, B2B SaaS, Enterprise Software, PropTech, FinTech, AEC / Construction Technology, Real Estate Technology, Analytics