

Jason Spidle

Principal Product Designer

jason@spidleweb.net • Minneapolis, MN

[Portfolio](#) • [LinkedIn](#) • [GitHub](#)

Product designer with ten years designing enterprise software and complex workflows. I work hands-on from research through high-fidelity UI and developer handoff. I build design systems and Figma plugins, and prototype in code with coding agents.

EXPERIENCE

Partner / Design Lead

Apr 2024 - Present

Blueshift • Minneapolis, MN

Lead end-to-end product design and maintain client design systems as the agency's only designer. Co-created Surge, a five-day design sprint, and co-host AI Design Challenge.

Beacon FC

Designed a life sciences product that has since shipped. It organizes nine information channels around expert profiles, search, and comparison views. Designed a conversational AI tool using the same evidence model. The design language became the basis for a wider product system.

Touchline

Owned the complete UX/UI redesign of an existing life sciences training game, working with its creator to understand the mechanics. Kept standing and remaining budget visible throughout each round, with comparison views showing how results changed. The redesigned interface shipped.

Chief Design Officer (fractional)

Dec 2025 - Present

Vault AI Systems • Minneapolis, MN

Own all UX/UI design for VaultOS, the operating system running on private, on-premises AI hardware. Design chat interfaces, model management, and training workflows; the system is in internal testing. Designed and built the company's marketing site and configured its complete purchase flow.

Director of Product Design / Design Operations

Mar 2019 - Apr 2024

Foundry • Minneapolis, MN

Built Foundry's first product design team and grew it to eight people while continuing hands-on client work. Established research practices and shared design systems; developed hiring and competency frameworks. Introduced Figma branching and standardized delivery documentation.

Ever.Ag

Won the engagement and directed the foundations team, then took hands-on ownership of a design system spanning 10+ acquired products. Published Figma libraries and a zeroheight guide; coordinated contributions across three organizations and designed configuration workflows with explicit overrides.

Vidscrip

Designed a patient timeline that updates when procedure dates change, replacing disconnected SMS links. Added recovery enrollment and satisfaction questions, then refined prototypes with the client.

Product Designer

Jan 2016 - Mar 2019

Foundry • Minneapolis, MN

Led product design across consumer finance, healthcare, and enterprise software. Owned discovery through high-fidelity UI and worked with developers through delivery.

Conservis

Led product design for farm management software, including a map-centered dashboard and mobile field capture. The work continued into my director role. Designed custom budget reports for growers to share with lenders. Documented reusable widgets so the client team could build on the work.

EARLIER EXPERIENCE

Software Developer, Foundry

Nov 2015 - Jan 2016

Freelance Technology Writer, Demand Media (1,681 articles)

Mar 2009 - Aug 2014

Programmer and Sample Manager, Market Decisions

Nov 2011 - Jun 2012

Project Implementation Manager, MarketTools

Dec 2006 - Mar 2009

Research Analyst, Vernon Research Group

Feb 2002 - Nov 2006

EDUCATION

Certificate, Computer Software Engineering

Jun 2015 - Nov 2015

Prime Digital Academy • Minneapolis, MN

SKILLS

Enterprise UX, design systems and governance, interaction and visual design, WCAG accessibility, user research, usability testing, data visualization, Figma, zeroheight, Framer, Webflow, HTML/CSS, JavaScript, prototyping with coding agents.