

Jason Severs

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EXPERIENCE

Verizon, NYC April 2016-Today

Director, Experience Design & Strategic Initiatives

Currently leads end-to-end experience team across strategic initiatives for digital products and services; ensuring quality and relevance to people, trying to balance with business needs and financial targets. Brings a systems thinking approach to understanding broad ecosystems and the implications for business operations at scale. Currently building a team focused on fuzzy front-end concept design, all the way through to agile development and implementation. The goal, creating experiences that people love. Working under the CMO, leads the design and definition of new brands and value propositions, signature experiences, aspirational archetypes, principles, ecosystem and journey mapping. Also fluent in adjacent practices such as CRM, content strategy, CX measurement, with a focus on how they inform relevant KPI's.

frog design, NYC 2005-2016

Executive Creative Director, 2013-2016

Strategic and creative lead in frog's New York studio and global lead for frog's Experience Strategy service pillar. Helped clients envision, implement, and grow product and service ecosystems through human-centered approaches that account for core business needs, organizational behaviors and workflows. Helping organizations transition from waterfall to agile approaches through product design engagements. Expanded frog's portfolio with the development of new program models that created new business value, combined with deeper customer meaning through experience. These programs brought together strategy, design, and technology to address how complex problems are approached in siloed organizations. A few tangible highlights from these programs are:

- Digital brand transformation for the financial services company TIAA
- Implementation of a humanitarian data platform for the United Nations
- New product strategies for Google
- First to market biometric iris scanning device and B2B software platform
- New IoT product strategies for Verizon
- People experience strategy for one of the big four accounting firms
- Loyalty experience and engagement strategy for Under Armour

Creative Director, 2010-2013

Creative lead in frog's New York Studio focused on experience strategy, product/service design, creative facilitation, and design research. Directed multiple programs concurrently with multi-disciplinary teams that consist of visual and interaction designers, design researchers, strategists, and technologists. Directed and inspired the launch of several new products and services such as...

- New brand, service experiences, and business model for Guide Investimentos, a wealth management service for the middle class in Brazil
- New software platform and UX for oncologists to access, track, and manage personalized genomic testing results
- A global experience strategy for Gatorade to drive demand and engagement in a new product category and reclaim their core athlete audience
- A experience strategy for tailored fitness at Equinox

MINDSET

The world is aggressively designed for us, by us.

Reality is optional and unreality needs more love and attention.

Between life and death are experiences.

Orchestrated experiences are a lever for massive change.

Anticipation, behavior, expectation, and memory are new design mediums.

Media needs a design revolution.

Game design and filmmaking will save us from ourselves.

Society needs bigger and stranger narratives.

Conceptualizing potential futures is really fun.

Thinking about content in context is cool.

Start anywhere and prototype everything.

Beauty emerges from chaos by design.

SKILLS

Experience Strategy
Interaction Design
Rapid Prototyping
Brand Design
Planning Utopias
Experience Mapping
Bookmaking & Storytelling
Marketing Strategy
Binge Watching
Content Strategy
Systems Thinking
Speculative Framing
Design Fiction
Record Collecting
Serious Play
Design Research

CLIENTS

American Express, AT&T, Boston Scientific, Chrysler, ETS, Equinox, Foundation Medicine, Gatorade, GE, Google, Grant Thornton, Humana, HP, IPC, J&J, Juniper, Microsoft, Neurogena, Outfront Media, PepsiCo, Pitney Bowes, TIAA, Thomson Reuters, United Nations, Under Armour

Principal Designer 2008-2010

Represented deep domain expertise and was an autonomous contributor focused on developing breakout innovations through multi-disciplinary processes. Integral in establishing and leading frog's first design research (DR) and strategic insights practice and functioning as interaction design (IxD) lead for several user experience strategy programs with a heavy emphasis on qualitative insight (contextual and participatory) and creative facilitation to drive organizational alignment. Practice lead and primary contributor for outcomes such as...

- Innovation and engagement platform for Humana to operate with a consumer first focus in the new high deductible plan market
- A software and service platform for GE Aviation to streamline MRO processes and make live data "on wing" engine data clear and actionable
- Design and launch of a new peer-to-peer payment platform for American Express Serve
- A digital media strategy and user experience for Thomson Reuters client services
- A connected car strategy and experience prototype for Fiat Chrysler

Senior Design Analyst 2005-2008

- Designer, Strategist, and Information Architect for GE's global redesign
- Designer and Information Architect for global implementation of GE Money design system across 800 properties
- Researcher and Designer for new education strategy for ETS
- Researcher and Designer for Neutrogena first physical product for facial cleansing

Bruce Mau Design, Toronto 2004-2005

Designer & Strategist

Worked on an interdisciplinary design team in the Bruce Mau studio focused on the project Massive Change: The Future of Global Design.

- Research and design for the traveling exhibition and book by Phaidon Press
- Design and development of the Massive Change website
- Creative, copywriter, and graphic designer for a marketing campaign that produced building banners, posters, invites, and transit signs

Conde' Nast Publications, NYC 2005

Designer & Technologist

Worked for the Conde' Nast property Modern Bride designing and developing digital marketing applications. Designed and deployed an interactive wedding planner and gift registry experience. It was pretty cool, if you like that sort of thing.

Columbia University CCNMTL, NYC 2002-2004

Designer & Technologist

Designer for new technologies at Columbia University's Center for New Media Teaching & Learning (CCNMTL) to augment new curriculum development. Designed and developed interactive simulations and illustrations for climate change models in Earth and Environmental Engineering Seminars. Also created probability simulators and 3D animations for the physics department that illustrated quantum interactions.

EDUCATION

M.A. Instructional Design and Technology, 2003
Columbia University, NYC

B.F.A. Painting and Sculpture, 1995
Memphis College of Art and Parsons Studio Program

TEACHING

Products of Design, SVA NYC 2012-Today
Adjunct Professor, Framing Experiences

Masters class focused on providing students with the fundamentals in experience strategy, looking deeply into the structure of experience and human agency to help students gain a new perspective on how to design and strategy for social meaning and coherence.

NYU SCPS / Paul McGhee Division, NYC 2003-2006
Adjunct Professor, Fundamentals of Interactive Multimedia

RELATED EXPERIENCE

Illustrator:

The Fabric of the Cosmos,
Brian Greene & Random House, NYC 2002-2003

The Hidden Reality

Brian Greene & Random House, NYC 2010

Freelance Web Designer and Flash Developer, NYC 1998-2000

Created custom websites and interactive splash pages for various clients. Remember splash pages? They were the new CD-ROM. Learned about the intersection of art, code, design, entertainment, and the importance of the user. In other words, design for new experiences.

Starving Artist, NYC 1995-2000

Working as an art handler and doing odd jobs as an illustrator. Refined skating techniques. Represented by Mixed Greens gallery. Managed to get several pieces into key collections.