

Jared Stephens

Product Design Leader

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Summary

- Product design leader with 15+ years in fintech, insurance, and healthcare, including USAA and a health insurer with 2M+ members.
- Cut \$2.2M in annual processing costs with a digital prior auth portal, saved \$1.2M a year with a rebuilt advisor tool, and reduced customer churn 9% through a platform redesign.
- Designed end-to-end journeys for both consumer and enterprise users: patients, members, and bank customers on one side; providers, advisors, and carrier staff on the other.
- Grew Bright Health's design team from 1 to 25+ and built two multi-brand design systems covering consumer apps, provider portals, and internal tools.
- Directed UX strategy for USAA's multi-billion dollar sale of its investment arm to Charles Schwab, moving billions in assets overnight with no drop in member satisfaction.

Career Experience

Head of Product Design & Research, First Stop Health, Remote 2026-present

First Stop Health is a \$75M+ ARR virtual care company that provides 24/7 urgent care, primary care, and mental health to employees and their families. It serves more than 1M members at employers including Ulta Beauty, the New York Yankees, and the United Way.

- Led design of a custom EHR for providers, cutting urgent care patient wait times 21% and compliance risk items by 50%.
- Built a design system with tokens and components wired for AI-assisted development, cutting design-to-code cycle time 30%.
- Started a continuous discovery practice across product and design, with customer interviews and findings shared every week.
- Served on the company's AI transformation team, shipping AI features in the product and rolling out AI tools and standards across departments.

VP, Product Design, TimelyCare, Remote 2023-2026

TimelyCare is a \$65M ARR telehealth company that provides 24/7 access to mental health. It serves over 2.5 million members each year at the top 380+ colleges and universities in the US including Stanford, Harvard, and the University of Texas system schools.

- Led two multi-disciplinary design teams as one of two reports to the CPO while developing AI design workflows, career ladders, and competencies for designers navigating emerging AI tooling.
- Initiated, funded, and led consolidation of two legacy design systems into a unified multi-brand Figma design system, establishing governance standards and component libraries that accelerated frontend development and enabled AI-assisted workflows.

- Directed end-to-end platform redesign through structured experimentation program combining A/B testing, false door tests, and qualitative research, increasing monthly active users by 25% and improving client retention by 9% YoY.
- Led design for AI-powered early intervention system leveraging NLP to analyze student wellness check-ins; piloted across 12 universities with 10K+ students, achieving 78% precision in identifying at-risk students.
- Drove \$1.2M annual savings through care navigation redesign that guided users to appropriate levels of care, reducing unnecessary provider utilization while improving access.

Sr. Director/VP, UX Design and Product, Bright Health Group, Remote

2020-2023

Bright Health Group was a national digitally-enabled health startup that raised \$1.6 billion across 4 funding rounds. At its peak, with 3000+ employees, its app and services covered 2 million+ members across all 50 states.

- Scaled cross-functional design organization from 1 to 25+ professionals across 5 distributed teams spanning multiple time zones, establishing design practices, team culture, and delivery frameworks that increased efficiency by 20%.
- Pioneered design for a two-sided telehealth marketplace enabling asynchronous care between providers and patients, reaching 7K users/month with a 4.9-star rating within 6 months of launch.
- Directed creation of multi-brand design system supporting consumer mobile apps, provider portals, and internal tools in close collaboration with marketing and engineering leadership.
- Established UX research practice from scratch, creating user persona frameworks, journey maps, and a centralized insights repository while partnering with C-level executives to integrate research into product strategy.
- Led UX strategy for prior authorization portal informed by observational research with front office staff. Integrated with Availity to meet providers in existing workflows, achieving 55% adoption and \$2.2M annual savings.

Director, UX Design, USAA, San Antonio, TX

2017-2020

USAA has over 35,000 employees across the U.S. and Europe with annual revenue that exceeds \$42 billion. It offers financial products focused on the needs of U.S. military personnel and their families.

- Led cross-company Human Centered Design process ensuring exceptional member experience during the multi-billion dollar sale of USAA Investment Company to Charles Schwab.
- Established and led two design teams simultaneously spanning Life Company and Bank, while mentoring emerging leaders resulting in three promotions to director-level roles.
- Identified key workflow inefficiencies through observational research, leading to a consolidated advisor tool that delivered \$1.2M/year in savings through reduced call times.

Lead Designer, USAA, San Antonio, TX

2016-2017

- Lead designer for Investment Company and Life Company specializing in continuous delivery and end-to-end experience design in an agile environment.
- Pioneered conversational UI for investment recommendations through design of USAA's robo-advisor product, growing from \$0 to \$500M+ AUM before acquisition by Charles Schwab.
- Collaborated with CIO and IT leadership to establish design program within Financial Advice and Solutions Group before design was centralized in the Chief Design Office.

Additional Experience

Senior Designer, USAA, San Antonio, TX, 2014-2016

Senior Designer, Texas Creative Agency, San Antonio, TX, 2013-2014

Mobile UX Designer, Trabian Technologies, San Antonio, TX, 2012-2013

Experience Designer and PM, Uroom Technologies, San Antonio, TX, 2009-2012

Education

Bachelor of Science in Interactive Media, Harding University, Searcy, AR

Thought Leadership

Co-host of Making Digital Podcast, tackling leadership and engagement in digital product and design. Frequent keynote speaker including Design Thinking 2019 (Melbourne), Big Design Conference 2019 (Dallas), and Guest Lecturer at University of North Carolina (2017-2019).

Design Leadership Competencies

- Multi-Brand Design Systems & Cross-Product Consistency
- Workshop Facilitation
- Research-Driven Design Strategy & Outcome Measurement
- AI/ML Product Design & Emerging Technology Integration
- Distributed Team Leadership Across Time Zones
- Organizational Change Management & Culture Building
- Executive Communication & Strategic Alignment
- Complex Data-Intensive Application Design
- Healthcare, Fintech & Regulated Industry Experience

Patent

US Patent No. 11,153,244 for Digital Conversations

Invented a conversational UI for providing investment recommendations based on criteria entered by the customer seeking digital investment advice. Conversational UI was utilized by USAA Investment Company in their Digital Investment Adviser product from 2017-2020.