

JASON PARK

jsnjprk@gmail.com · 410.905.2909 · linkedin.com/in/jsnjprk · parkjason.com

SELECTED WORK EXPERIENCE

Product Manager | Collier Township, PA (Contract)

Jan 2026 – Aug 2026

Two-sided civic engagement platform. Carnegie Mellon MHCI capstone, township-sponsored.

- Reframed the client's AI-focused brief into a trust-first product strategy after research showed the real problem was when residents could participate, not how efficiently staff processed data; township adopted the reframe and roadmap.
- Directed a 5-person team through four research stages and 224 stakeholder conversations: 30 qualitative interviews, a 39-respondent survey, 155 prototype test sessions across 8 concepts, card sorting, analogous testing with participants aged 55 to 84, and synthetic participant testing.
- Shipped a functional prototype validated at 91% resident task success and 9 of 9 department head sign-off on operational feasibility. [Prototype](#)
- Designed a four-tier AI implementation roadmap (\$30K-\$370K) phasing the township from a manual-first MVP to full AI drafting, with every core feature functional without AI.
- Presented final recommendations to the Township Manager and Board of Commissioners; authored a comprehensive 90-page research and implementation report and a technical handoff guide for future contractors.

UX Research + Social Insights Consultant | Blizzard Entertainment (Contract)

Jan 2026 – May 2026

Player and creator sentiment across pre- and post-launch of the World of Warcraft: Midnight expansion. Measuring Social capstone.

- Led a 6-person team combining quantitative social listening (Brandwatch sentiment and emotion classification, volume inflection detection, AI-assisted summarization) with manual qualitative analysis across 11 professional review sites, player forums, and YouTube creator content.
- Built two reusable diagnostic frameworks for the client: a Narrative Resonance Model scoring content on four measurable dimensions, and an Expansion Lifecycle Sentiment Curve mapping five launch phases to specific leading indicators, converting soft community sentiment into criteria teams can apply consistently across titles.
- Delivered tiered recommendations scored by effort, cost, and impact across immediate, mid-term, and long-term horizons, spanning monetization structure, complexity design, and quality assurance allocation; presented directly to WoW's lead UX research manager.

Mixed-Methods UX Researcher | PLUS — Carnegie Mellon / Stanford / Carnegie Learning

Aug 2025 – Aug 2026

Human-plus-AI tutoring model closing learning gaps for underserved middle school students.

- Audited tutor platform behavior through Microsoft Clarity session replay analysis, surfacing 12 distinct usability failures across goal-setting, attendance, and reflection workflows; all 12 were converted into development tickets.
- Traced engagement and retention patterns in platform usage data, then triangulated against leadership interviews and competitive analysis.
- Translated findings into a repositioning of the organization's public marketing narrative for three distinct audiences: funders, schools, and tutors.

Mixed-Methods UX Researcher | Center for Transformational Play, Carnegie Mellon

Sep 2025 – Aug 2026

How uncontrollable game mechanics shape empathy and understanding of systemic poverty.

- Supported protocol design, participant recruitment and screening, and informed consent administration; facilitated in-person gameplay sessions and post-session focus groups.
- Managed secure coding and de-identification of audio, video, and survey data under human subjects research standards.

Research + Design Manager | Sostento Inc.

Dec 2022 – Jul 2024

Research + Design Strategist

Mar 2021 – Nov 2022

Research and design strategy for equitable healthcare access. Promoted to Manager after 20 months.

- Rides for Health Equity (\$6.6M program partnered with Uber Health): doubled ride volume from 10,000 to 20,000 in six months by redesigning clinic training and operational workflows. [Case study](#)
- HRSA Data Dashboard (\$7.3M program): designed and shipped a national data collection dashboard covering COVID-19 vaccination and education across 80+ free and charitable clinics, improving emergency preparedness and health data representation for marginalized communities. [Case study](#)
- Rebuilt how the company collected, stored, and synthesized data for internal teams and external clients; ran the research and design sprints that produced the multi-stakeholder dashboard.

- Managed a team of associates and coordinated across clients, designers, project coordinators, and engineers; partnered with the CEO on partnership acquisition, campaign strategy, and fundraising.

UX/UI Designer | Conseqta Technology

Apr 2020 – May 2021

Research and design for US federal govt clients: financial management, data visualization, communications platforms, and search systems.

- Directed research and design for the digitization of the US Senate’s Financial Management Information System, moving an 80% paper-based process to fully digital in one year; work led directly to a multi-year, \$3M+ federal contract win. [Case study](#)
- Established UX research and design workflows inside an engineering-first organization, integrating user research and data analysis into an existing DevOps model.

SKILLS

Research methods: Depth interviews, contextual inquiry, field studies, moderated and unmoderated usability testing, survey design and analysis, assumption testing, usability benchmarking, card sorting, competitive analysis.

Quantitative + data: Behavioral analytics and session replay, social listening and sentiment analysis, experimental and A/B design, trend and time-series analysis, engagement and retention analysis, mixed-methods triangulation, dashboard design.

AI research: Evaluation framework and rubric design; trust, transparency, and control research; failure mode analysis; synthetic participant testing; AI-assisted qualitative synthesis; responsible AI and graceful degradation design.

Research operations: Protocol design, participant recruitment and screening, informed consent, human subjects research standards, secure data coding and de-identification.

Strategy: Problem reframing, product roadmapping, effort/cost/impact prioritization, success metric definition, executive storytelling, service blueprinting, systems thinking, service design.

Tools: Figma, FigJam, Figma Make, Miro, Mural, Adobe Creative Suite (Illustrator, Photoshop, InDesign), UserTesting.com, Microsoft Clarity, Brandwatch, Versive, Claude Code, Claude Design, HTML/CSS/JavaScript.

Domains: Healthcare access and health equity, civic technology and local government, federal systems, education technology, games and live-service products.

EDUCATION

Carnegie Mellon University, School of Computer Science · M.S. Human-Computer Interaction

Aug 2025 – Aug 2026

University of Michigan, Taubman College · B.S. Architecture

Sep 2010 – Aug 2014

ADDITIONAL EXPERIENCE

Lead UX Researcher + Design Strategist | ZeroMe

Nov 2024 – Jun 2025

Carbon offset service app; led research and design strategy through product expansion.

Climate Action + Tech Innovation Fellow | Climatebase

Sep 2024 – Dec 2024

Selected from 4,000+ applicants and received financial scholarship; led UX research and design strategy across five venture concepts.

Long Term Care Ombudsman, Project CARE | NYS Office for the Aging

Jul 2024 – May 2025

Advocacy for older adults in long-term care; systemic inequity and individual case resolution.