



CONTACT

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EDUCATION

COLUMBUS COLLEGE OF ART & DESIGN

BFA in ILLUSTRATION & MEDIA STUDIES, 1998

JASON SAUER

Digital Product Designer · User Experience Strategist



PROFESSIONAL SUMMARY

Strategic UX leader and product designer with over 20 years of experience **transforming complex systems into elegant digital experiences**. Expert in leading cross-functional teams, **aligning business objectives with user needs**, and using **data-driven insights to drive growth**, accessibility, and product excellence. Proven success designing for healthcare, retail, and fintech ecosystems.



EMPLOYMENT



UX DIRECTOR

NATIONAL VISION, INC.

2017 - 2025

- Increased online eye exam scheduling conversion by 100 bps, **generating an estimated \$5.5M in additional annual revenue** through strategic UX enhancements, A/B testing, and optimization of critical user flows.
- Streamlined prescription verification and checkout UX, accelerating order processing and reducing friction, resulting in a **measurable drop in customer service requests** and improved operational efficiency.
- Redesigned AmericasBest.com to reflect a refreshed brand identity, **enhancing the full e-commerce funnel while preserving exam scheduling conversion rates**—demonstrating design balance between revenue and clinical KPIs.
- Designed and launched a modular lens configuration wizard, expanding premium product availability while **increasing AOV by 32% and improving cart conversion** through simplification of highly complex product logic.
- Led emergency re-platforming of a high-traffic lens retailer site in under 30 days, **mitigating risk during a critical vendor shutdown** and preserving uninterrupted revenue flow.
- Established an A/B testing roadmap and customer insight loop, **introducing design validation into the product cycle** and elevating UX maturity across digital teams.
- Implemented virtual try-on for eyeglasses, **collaborating with internal teams and external vendors** to improve customer confidence and **drive measurable lifts in conversion**.
- Stepped in during staffing cuts to manage UX, SEO, analytics, and digital merchandising, **maintaining KPIs and leading high-impact initiatives** during enterprise-wide brand consolidation.





SKILLS / APPLICATIONS

UX / UI DESIGN

- User Experience Design (UED)
- User Interface Design
- UI Animations / Microinteractions
- Graphic Design
- Usability Testing
- User Acceptance Testing
- A/B Testing
- Performance Metrics
- Data-driven Decision Making
- Accessibility & Inclusive Design

TOOLS & SOFTWARE

- Figma
- InVision
- Adobe Creative Suite
- 3Ds Max / Blender
- Asana
- SAP Marketing Cloud
- Adobe Commerce
- Generative AI Tools

FRONT-END DEVELOPMENT

- HTML5
- CSS
- JavaScript

MARKETING & OPTIMIZATION

- Digital Marketing
- Email Marketing
- Search Engine Optimization (SEO)
- Google Ads
- Google Analytics
- Google Tag Manager
- Digital Merchandising
- E-commerce Optimization

PROCESS & STRATEGY

- Agile Methodologies
- Product Lifecycle Management
- Roadmapping
- Art Direction

➤ FRONT-END MANAGER

NATIONAL VISION, INC.

2012 - 2017

- **Founded and scaled** NVI's first UX function, embedding human-centered design principles across e-commerce brands and laying the foundation for a **dedicated UX team that evolved into a strategic business driver**.
- **Led a cross-functional team of developers and designers**, balancing front-end innovation with UX ownership for digital platforms supporting 1,400+ retail locations across brands like **Walmart, Sam's Club, and CVS**.
- Pioneered A/B testing, usability research, and analytics-informed design, **introducing scalable UX practices to optimize performance** across key user flows and boost revenue metrics.
- Designed and launched the company's **first mobile app**, expanding reorder capabilities and integrating new marketing channels to **extend customer engagement** beyond the web.
- **Spearheaded mobile-first redesigns across 12+ brand websites**, elevating usability, improving accessibility, and delivering consistent, responsive UI systems across a diverse product suite.
- Collaborated with analysts to define user stories and acceptance criteria, **translating stakeholder goals into actionable design and development plans** in a hybrid agile-waterfall environment.
- Drove hiring, performance management, and technical mentorship, establishing design-engineering workflows and championing the adoption of **scalable front-end frameworks and reusable UI components**.

➤ WEB DESIGNER

AC LENS, INC.

2009 - 2012

- Led UX and UI design as the sole web designer, introducing interactive features such as **360° product views, online vision testing tools, and custom-built rating/review systems** that enhanced customer decision-making.
- Collaborated with marketing, IT, and merchandising teams to redesign checkout flows and **elevate UI for e-commerce sites across multiple product verticals**, including healthcare, personal care, and prescription eyewear.
- Architected and implemented the front-end transition from .NET 4 to MVC, **introducing mobile-responsive design patterns and improving maintainability** and performance across the digital product suite.



➤ WEB DESIGNER

CERANET

2000 - 2009

- **Designed, branded, and developed 100+ websites** and custom applications for local and international businesses, government agencies, and media companies.
- **Worked closely with back-end developers** to create a real-time sorting, interactive playlist voting application for local radio stations.
- **Worked directly with clients** to create animations, games, and branded media for online presentation.

➤ ANIMATOR

CHARACTER BUILDERS

1996 - 2000

- Contributed as Clean-up Animator and Inbetween Artist to several feature animations, including Space Jam and Titan A.E.



SELECTED PROJECTS

➤ LENS CONFIGURATION REDESIGN

NATIONAL VISION, INC.

2024

- Led the development of a complex lens configuration tool that increased available product combinations while reducing UX friction. Resulted in a **32% increase in AOV and higher order accuracy**. Became SME on lens pricing logic and restrictions.

➤ CONVERSION-FOCUSED BRAND & UI REFRESH

NATIONAL VISION, INC.

2024

- Improved e-commerce performance by optimizing CTAs, navigation, and PDP access while supporting a full brand redesign. **Conversion metrics improved across the board**, supporting both exam scheduling and pre-shopping behavior.

➤ MOBILE APP DESIGN & DEVELOPMENT

NATIONAL VISION, INC.

2017

- Led design and development of NVI's first mobile app, managing a cross-functional team to drive contact lens reorders and expand marketing channels; delivered a **seamless UX within Xamarin constraints**, resulting in increased reorders and positioning the company as a **mobile leader in optical retail**.