Jason McCoy

Principal Product Designer with experience in AI technologies. I've been a 5x founding employee and 1x founder, scoping and shipping MVPs, leading engineering teams, and designing UX/UI for B2C, B2B, and marketplaces.

Portfolio: majornorth.com

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Selected Impact

Tuttle.work
Jan '24 – Present

As product consultant, I worked with a personal injury attorney to lead customer discovery, product discovery, positioning, and GTM. Brought in two senior engineers (one frontend, one backend). Designed 1.0 release, secured first 6 customers, and led product development and Sales.

Dropbox Replay
Apr '19 – Jun '23

I joined the team at alpha stage, leading design on a collaborative platform for video creatives. I shipped foundational experiences and integrations up to general availability, generating $2m ARR in the first 12 months after launch.

Founder, Bella Football (exited)
Oct '20 – Jun '24

Sold to Kirra VC. Solo founder. Bootstrapped to 10k users, 40% MAU, 30% DAU for 22/23 season and 23/24 season. Partnered with UK-based professional academies like Ipswich Town FC and D1 collegiate programs like NC State University. Got to revenue in 2023 by processing payments for academy registrations. Sold to a VC for their portfolio company that wanted to expand into soccer club management.

John Hancock Financial
Apr '18 – Mar '19

Incubated B2C product for Twine.com. I co-led customer discovery and designed a 0→1 consumer IRA product for mobile.

Rimeto (acquired by Slack)
Nov '16 – Oct '17

The first hire to join the founding team, I worked in a garage and designed and shipped v1 for mobile and web.

Core product skills

Discovery
I've conducted 300+ customer and product discovery interviews. I'll identify pull and drive value creation.

0→1
I'll ideate broadly, rapidly, cross-functionally, and evaluate with customers.

Design engineering
I can prototype in code, build and deploy to prod, and manage engineering teams.

PDE operations
I'll increase the speed of PDE teams by standardizing collaborative processes.

Design systems
I'll operationalize building scaleable products, in addition to designing high-craft components.

Culture

I thrive in ambiguity, focus on value creation, bias for action, and foster cross-functional collaboration.