

JASON LINAS

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EXPERIENCE DESIGNER / DIGITAL TRANSFORMATION

I deliver tangible digital impact by guiding human-centered design initiatives and unifying teams. I excel at influencing across all levels and bridging generational divides, consistently ensuring strong, measurable outcomes.

STRATEGIC CAPABILITIES

UX Strategy

Design Thinking
User Research &
Personas
Usability Testing
Digital Transformation

Design & Execution

UI/UX Design
Design Systems
Architecture
Prototyping
Gen AI Prompting
Frameworks

Leadership & Partnership

Project Leadership
Stakeholder Influence
Executive Collaboration
Design Mentoring

EXPERIENCE

Bank of America

VP Sr. Marketing Information Specialist / *September 2021 – Present*

KEY ACHIEVEMENTS

- Assisted in the implementation of a new email deliverability platform, owning the project for the email team to establish domain monitoring and ensure regulatory compliance for stakeholders.
- Developed dashboards and documentation that gave leadership clear project oversight and coordination during the platform's domain integration.
- Resolved critical domain mapping challenges by finding and consolidating inactive domain info and critical POCs, ensuring lasting documentation, a full view of our email ecosystem, and clear IP-to-domain mapping in Salesforce.

EDUCATION

Barton College

Graphic Design Major

Bounteous (formerly LunaMetrics)

2018, Advanced Google
Analytics & Tag
Management

Ongoing Independent Learning

Continuous pursuit of
emerging technologies,
industry trends, and
strategic frameworks.

CERTIFICATION

Google Analytics Certification, 2019



GROUPS / AFFILIATIONS

Toastmasters / Eloquently Said

2022- *Present*,
Sergeant At Arms

Richmond Ad Club 2024-2025, Mentor

CORE RESPONSIBILITIES

- Helping maintain the Bank's largest email domain (up to 55M recipients) on a team of five, driving ~6% YoY campaign growth and maintaining ~97% error-free deployment (2021-2025).
- Collaborates with Channel and Marketing stakeholders to ensure on-time campaign delivery, adhering to strict timelines

MARVA® - The Galleria of Stone / Trajus Surfaces (Acquired)

Digital Marketing Manager / *August 2013 - September 2021*

- Transformed manual sales operations by driving the first Sales Cloud implementation, centralizing customer data and bringing critical digital visibility to leadership while navigating generational resistance to improve sales accountability.
- Led the MARVA website overhaul and built a global design system, which drove avg. 53% YoY email traffic growth and 46% YoY user acquisition (2014-2021), alongside 25% YoY organic traffic growth (2014-2021) through optimized responsive design for broad user engagement.
- Integrated design for multiple acquired websites, ensuring brand consistency and a unified user experience during post-acquisition onboarding.
- Partnered with the CMO on responsive email strategies and optimized the lead funnel (2017-18), resulting in a 66% YoY increase in lead generation.