Jason Frade

Senior Product Designer | B2B SaaS, Workflow Automation, AI-Assisted Products, Design Systems

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Summary

Senior product designer with more than a decade on B2B SaaS, most of it at HubSpot designing workflow automation and AI-assisted tools for small businesses. Led design of automation launches that helped raise the share of small-business customers who created a workflow from 60% to 75%. Prototypes early with AI to test ideas with customers and engineers, and designs patterns that other product teams build on.

Experience

HubSpot | Cambridge, MA

Senior Product Designer | 08/2022 - 10/2026

- Led design across automation launches for HubSpot's entry-level Starter plan, as the share of customers who created a workflow rose from 60% to 75% and who turned one on from 40% to 60%.
- Designed the Automate panel, an in-page workflow builder for small businesses, after which Starter customers built 2x as many workflows a week.
- Wrote the framework for how AI workflow recommendations explain their value, and workflows started from a recommendation went live 45% of the time, about 2x the rate of those built from scratch.
- Made the case for the Automate button on another team's deal page with an A/B test, run with the PM, that lifted discovery 3x and activation 2x.
- Co-led the vision and led design for the Automation Overview, HubSpot's first home page for automation, as monthly visits rose nearly 3x in a year, to about 150,000.
- Led design and research for Action Sets, reusable groups of workflow steps, which about 2,400 customers used within two months and which contributed to 106 upgrades to Operations Hub Enterprise.
- Took Rulesets, a design system for building automation into other teams' tools, from inherited project to launch with five teams, and the prospecting agent's ruleset reached 65K enrollments.

Product Designer | 07/2017 - 08/2022

- Designed HubSpot Ads, which ties ad spend to the deals it brings in, as usage grew from 10% to over 50% of customers and its G2 ranking rose from mid-pack to the top.
- Redesigned tracking errors in HubSpot Ads into one count and one panel, informed by a 224-customer survey and usability tests, and errors fell about 50% in the months after release.
- Led a content audit that rewrote every tracking error message around how to fix it, and monthly support tickets about tracking fell about 80% after release.

Kyruus | Boston, MA

Lead Product Designer (promoted from Product Designer) | 09/2015 - 07/2017

- Designed white-labeled provider search, appointment scheduling, and call center tools that match patients with the right doctor, all under the Health Insurance Portability and Accountability Act (HIPAA).
- Defined the organization's design process.

Hewlett Packard | Sunnyvale, CA

UX/UI Designer | 09/2014 - 09/2015

- Built interactive prototypes for HP's cloud automation software to show the user flow to product and engineering teams.

XPO Logistics | Cambridge, MA

UX Engineer | 02/2013 - 09/2014

- Defined and maintained the UI guidelines that a team of 25 developers used to build internal logistics tools.

Skills

Design: product design, simplifying complex workflows, interaction design, visual design, information architecture, prototyping, design systems, error and empty states, AI-assisted product design

Research: customer interviews, concept testing, moderated and unmoderated usability testing, click tests, card sorting, tree testing, surveys, A/B testing, support ticket analysis

Tools: Figma, FigJam | Lovable, Claude, agent skills, HTML, CSS | Amplitude, Hex, Looker

Domains: workflow automation, small-business software, customer relationship management (CRM), advertising and marketing, healthcare

Education

BS, Web Design and Interactive Media | The New England Institute of Art | 2012