

Jason Schmidt

Designer, Builder, Founder

2019-26

Visa Inc Director of Design, Agentic Commerce and Crypto

- Head of Design for Rambus Payments Group 2018-19. Acquired by Visa.
- Led product design for Visa Intelligent Commerce, defining UX for AI agents to find, browse, and transact safely on behalf of users; debuted publicly at Product Drop 2025.
- Built and led Visa Crypto Labs design team, directing wallet, stablecoin, settlement, and risk-management concepts across early market formation.
- Partnered with Product, Engineering, Legal, Risk, Marketing, and client teams to turn frontier payment concepts into credible, regulated platform experiences.
- Hired, managed, and mentored senior designers and design managers while influencing Visa's 170+ person global design organization.
- Procured Figma replacing legacy tooling across Visa Global

2017-18

Aktana Head of Product Design

- Designed AI-driven decision support engine translating big data and configurable rules into explainable recommendations for doctors and patients.
- Created core interaction models and product patterns used across the platform.
- Player/coach: hired, led and coded UI dev.
- Figma, React

2013-17

Harmonic Inc Founding Product Designer

- Founding designer for VOS, a cloud video SaaS platform serving major media customers including HBO and DirecTV.
- Defined interaction architecture, release-ready product workflows, and design-system foundations for a large enterprise platform.
- Led front-end dev team
- Meteor, Angular, Adobe CS

2007-13

Visualplant + Independent + Startup Work Founder, Co-Founder, Product Designer

- Founded and built a video platform startup to profitability; recruited, led and performed on a multidisciplinary product team.
- Designed early-stage products for Lightspeed Venture Partners, Sabre, Viacom, Sony, and others; contributed to Napster 2.0 redesign.

2002-07

Advertising Age Design Director

- First Director of Digital Design; established design standards and contributed to 3x revenue growth during tenure.

Contact

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Education

Connecticut College, B.A. English Literature, Magna Cum Laude, Phi Beta Kappa

Personal

Father · Musician · Athlete