Jesse Williams

Austin, TX • https://txtheo.com/portfolio

SUMMARY
Product Designer & Data Analyst with 7+ years of designing and managing mobile-first digital platforms and native mobile application prototypes.

SKILLS

Discovery, Search & Marketplace UX, Design Systems & Scalable Interface Standards, Consumer Psychology & Trust Based Design, Personalization & Engagement Strategy, Cross-Functional Product Collaboration, Analytics-Informed Experience Optimization, Information Architecture & Platform Modeling, Early-Stage Product Strategy & Monetization Design, Behavioral Analytics

EXPERIENCE

Texas Cannabis Collective, Administration Director & Platform Lead
2019 - Present
- Implemented a structured engagement cadence across channels, using data analyst techniques and sequencing value-driven content to build attention before delivering targeted conversion-oriented calls to action, contributing to 5x audience growth.
- Defined information architecture and user discovery flows, establishing consistent visual standards and interaction patterns across web and social touchpoints to strengthen brand cohesion.
- Designed and refined discovery and engagement systems, achieving sustained multi-year audience expansion.
- Demonstrated success in presenting insights to executive-level stakeholders having utilized data visualization tools such as High Charts, a JavaScript-based charting library.
- Effectively presented insights to executive-level stakeholders such as state legislators to craft legislation upon the basis of situations that have complex behavioral data.

Portfixio - Creator Portfolio Discovery Platform, Product Designer & Product Strategy Lead
Jan 2023 - Mar 2023
- Conceptualized and designed a two-sided marketplace platform enabling employers to discover and evaluate creative portfolios beyond traditional resume interfaces.
- Defined user personas and mapped end-to-end discovery, search, filtering, and profile evaluation flows.
Designed interactive web and mobile-responsive prototypes demonstrating searchable portfolio databases, tiered account functionality, and profile depth exploration.
- Developed a tiered monetization model (freemium > premium > custom domain access) aligned with target user affordability and scalable growth.
- Modeled infrastructure requirements including automated account provisioning, API-based hosting integration, and server cost projections to support long-term scalability.

Various Roles, Various Roles
2016 - 2023
- Designed content discovery and engagement systems across digital platforms.
- Collaborated cross-functionally with producers, writers, and technical contributors.
- Applied analytics to refine audience retention and platform usability.
- Built scalable distribution workflows for multi-channel content ecosystems.

Naval Nuclear Power and Propulsion Plant, Licensed Reactor Operator Work Center Supervisor
2006 - 2012
- Designed structured accessibility workflows within regulated systems.
- Operated and maintained complex safety-critical engineering systems requiring precision and risk mitigation.
- Translated complex regulatory systems into user-centered processes. Coordinated stakeholders within compliance-driven ecosystems.

Disabled American Veterans, Senior Vice Commander
2015 - Present

EDUCATION

Texas State University
Bachelor of Science • Digital Media Innovation • Summa Cum Laude
Minor in Theater