

Jesse Williams

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SUMMARY

Product Designer with 7+ years designing mobile-first digital platforms and behavioral user experiences. Background in platform modeling, discovery systems, and trust-aware interaction design across civic and consumer contexts.

SKILLS

Discovery & 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

SELECTED PRODUCT DESIGN PROJECTS

Kindred - Intent-Driven Social Discovery System

Feb 2026

- Designed an **intent-driven matching framework** that surfaces user motivations and social context to reduce mismatched expectations in friendship discovery.
- Created **structured onboarding flows** that guide users through interest ranking and intent signaling before discovery, improving match relevance and reducing low-intent participation.
- Explored **conversation pacing and moderation layers** to discourage spam, harassment, and rapid disengagement.
- Developed product flows addressing **post-pandemic loneliness and shrinking third spaces**, focusing on lowering initiation anxiety for first interactions.
- Applied **trust-aware design principles** balancing safety, autonomy, and exploration in a discovery platform.

EXPERIENCE

Texas Cannabis Collective, Lead Product Designer & Platform Lead

2019 - Present

- Contributed to **5x audience growth** by designing structured engagement and discovery systems across web and social platforms.
- Defined **information architecture and user discovery flows**, establishing consistent interaction patterns and visual standards across digital touchpoints. Built **data-informed engagement strategies** using behavioral analytics to sequence educational and conversion-oriented content.
- Produced **data visualizations and stakeholder insights** using Highcharts to communicate complex behavioral patterns.
- Presented platform insights to policymakers, contributing to a **3x increase in legislative awareness of the organization**, expanding engagement from a small handful of contacts to more than **30–40 Texas state legislators** interested in discussion.

Digital Media & Platform Design Roles

2016 - 2023

- Designed content discovery and engagement systems across digital platforms.
- Partnered cross-functionally with product, engineering, and content teams in an iterative Agile-style workflow, translating user insights into incremental product improvements. 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

- Operated and maintained **safety-critical engineering systems** requiring precision, procedural compliance, and risk mitigation.
- Translated complex regulatory procedures into **structured operational workflows** supporting team execution and safety compliance.
- Coordinated technical stakeholders within **high-reliability operational environments**.

Disabled American Veterans - Senior Vice Commander

2015 - Present

- Advocate for veterans and coordinate chapter initiatives supporting community engagement and policy awareness.

EDUCATION

Texas State University

Bachelor of Science • Digital Media Innovation • Summa Cum Laude

Minor in Theater