

JOVET JACKSON

Lead Product Designer | AI Product Consultant · Health Tech, eCommerce & Enterprise Digital Product
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PROFESSIONAL SUMMARY

Lead Product Designer and AI Product Consultant with 12+ years of experience designing human-centered digital products across healthcare, eCommerce, SaaS, auto insurance, and banking. At Optum Health / UnitedHealthcare, led design strategy across enterprise cost transparency, benefit guidance, and AI-powered provider search — delivering experiences for millions of members across care navigation and healthcare transparency journeys. As founder of AI Heads, advises business leaders on AI strategy and has built automation systems that cut operational execution time by 70%+. Brings strong design leadership, stakeholder management, systems thinking, and a bias toward building — with React prototyping, AI agent development, and scalable design systems in the toolkit.

Core Strengths: Healthcare Product Design · AI Product Strategy · Cost Transparency · Care Navigation · Provider Search & Recommendations · Design Systems · Enterprise UX · Product Discovery

SKILLS & EXPERTISE

Product Design: UX Strategy, Product Strategy, Interaction Design, Information Architecture, Design Systems, Service Design, Design Thinking, Human-Centered Design, Progressive Disclosure, Mobile-First Design, Usability Testing, Accessibility (WCAG), Conversion Rate Optimization, Enterprise UX, eCommerce UX, Cost Transparency UX

AI & Automation: AI Product Design, AI Agent Development, Prompt Engineering, Workflow Automation, Knowledge Management Systems, Solution Architecture, OpenAI, n8n, FastAPI, Supabase

Tools: Figma, FigJam, Figma Make, React Prototyping, Adobe Creative Suite, Miro, Notion

AI Development Tools: Cursor, Claude Code, OpenAI Codex, Supabase, Vercel, n8n, FastAPI

Domain Expertise: Healthcare UX, CPT codes & claims, Prior auth workflows, Benefits accumulators, In/out-of-network costs, Member digital experience, eCommerce conversion, Digital Transformation, Design Leadership, Stakeholder Management, Agile / Scrum

WORK HISTORY

AI Heads

2024 – Present
Remote

Founder & Principal AI Product Consultant

- Founder and lead designer/developer of **AI Heads Studio** — an AI operating system for product teams, with Phase 1 (**Project Insight**) automating UX research synthesis using the Claude API, Supabase, and Vercel; built and deployed using Cursor, Claude Code, OpenAI Codex, Figma Make, and Vercel
- Advised business leaders on AI strategy, workflow automation, and digital transformation initiatives, identifying opportunities to **reduce manual effort by up to 60%**
- Designed and launched AI-powered products, automation workflows, and customer experiences that **reduced content creation and operational execution time by 70%+**
- Developed AI agents, knowledge management systems, and automation frameworks utilizing **OpenAI, FastAPI, Supabase, and n8n**, accelerating delivery cycles from weeks to days
- Led product discovery, UX strategy, research, prototyping, and solution architecture across multiple AI initiatives, **reducing design iteration cycles by ~40%**
- Built reusable prompt libraries, design systems, and implementation frameworks that improved team efficiency and **reduced project rework by 30%**
- Built AI-powered content automation systems generating hundreds of LinkedIn posts, marketing campaigns, and educational content assets monthly — reducing content production time by 70%+
- Developed AI-driven learning and workflow automation platforms using **OpenAI, FastAPI, Supabase, and n8n** — enabling clients to streamline operations and deliver personalized digital experiences at scale
- Partnered with founders and stakeholders to align AI capabilities with business objectives, improving scalability, customer engagement, and operational efficiency

Optum Health (UnitedHealthcare)

11/2022 – 06/2026
Remote

Lead Product Designer — Find & Recommend Care

KEY ACHIEVEMENTS

- Led design strategy across **Smart Choice, Cost Estimate Experience, Benefit Guidance, and Provider Compare** initiatives, influencing product roadmap decisions across care navigation and healthcare transparency experiences for **millions of members**
- Drove **18% reduction in PSX support calls** and **12% increase in PCP selection rate** post-launch of Smart Choice
- Led delivery of enterprise healthcare transparency initiatives across multiple member touchpoints, supporting care navigation and cost visibility at scale
- Influenced product strategy and roadmap decisions across care navigation, cost transparency, and provider selection journeys

- Launched **Smart Choice** — a zero-to-launch AI-powered provider recommendation platform synthesizing member data, cost, quality, and network signals into a ranked list; drove an **18% reduction in PSX support calls** and a **12% increase in PCP selection rate** post-launch
- Led end-to-end product design for a configurable, embeddable cost estimate widget — deployed across member portal, virtual visits, appointment management, and prior authorization touchpoints
- Designed a mobile-first healthcare cost transparency experience using progressive disclosure, bottom sheet conventions, and a three-layer contextual alert system (prior authorization, referral requirements, plan-level warnings)
- Drove **OptumAI predicted services component** — surfacing AI-generated cost predictions anchored to provider cards, reducing member cost surprise and supporting Optum's cost transparency mandate
- Led **Benefit Guidance** experience design — simplifying complex coverage, cost-responsibility, and care navigation information into clear, actionable member-facing flows; built scalable design frameworks and reusable component standards adopted across benefit education and cost-awareness surfaces
- Led the redesign of **Provider Compare** — the first responsive web comparison experience enabling members to evaluate providers side-by-side on cost, quality, network status, and location; defined information architecture, interaction patterns, and reusable comparison workflows across desktop and mobile
- Established reusable design patterns, component standards, and implementation frameworks adopted across multiple healthcare product surfaces, reducing design rework and accelerating delivery cycles
- Led cross-functional alignment across product, engineering, legal, and business stakeholders to define strategy, resolve competing priorities, and drive enterprise healthcare initiatives to delivery
- Influenced product roadmap decisions across care navigation, provider search, cost transparency, and benefit guidance — advocating for member-centered solutions at the leadership level
- Delivered design specifications supporting **4 engineers and 2 PMs** across concurrent workstreams, maintaining quality and velocity across overlapping initiatives

Allstate

Senior UX/UI Designer

10/2021 – 12/2022
Chicago, IL (Remote)

- Conducted **100+ live usability tests** on insurance product components, directly informing iterations that improved task completion rates across claims and policy management flows
- Designed and delivered UI components within a React-based design system, reducing design-to-dev handoff time by approximately **25%** through reusable pattern documentation
- Translated complex insurance policy logic into intuitive member-facing interfaces across web and mobile, collaborating with product managers and business analysts

We In Design Agency

UX Designer

02/2018 – 10/2021
Austin, TX (Remote)

- Led UX research and design across B2B and consumer-facing digital products; applied mixed-methods research (interviews, surveys, analytics) to continuously improve user flows
- Presented UX strategy and design rationale to senior stakeholders, advocating for user-centered decision-making in product roadmap discussions
- Mentored junior designers and established design review processes that improved team output quality and consistency

Egghead Media Group

Graphic Designer / UI Designer

06/2014 – 03/2018
Atlanta, GA (Remote)

- Designed digital and print collateral for local business clients including branding, advertising, and web UI components
- Applied color theory, typography, and composition fundamentals to build visually engaging responsive layouts and digital advertising assets

LEADERSHIP HIGHLIGHTS

- Influenced product strategy across care navigation, provider search, and healthcare transparency initiatives serving millions of members
- Led cross-functional alignment across product, engineering, legal, and business stakeholders to define strategy and prioritize enterprise healthcare initiatives
- Established reusable design frameworks, component standards, and implementation patterns adopted across multiple healthcare product surfaces
- Delivered enterprise-scale digital experiences supporting millions of members across provider search, care navigation, cost transparency, and benefit guidance journeys

EDUCATION

Memorisely — UX/UI Academy London · 2021

CareerFoundry — UX/UI Bootcamp 2015

Clark Atlanta University — BA, Education 2003