# Jacob H Gruver

## CDO & Co-founder

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## Summary

UX/UI Design Lead with 11+ years of experience delivering human-centered, business-aligned design solutions for global brands including Jaguar Land Rover, Boeing, and Cisco. Adept at leading cross-functional teams, shaping product strategy, and executing end-to-end design for SaaS, AI, healthcare, and network management platforms. Recognized for driving measurable impact through accessibility, systems thinking, and mentorship — dedicating time each month to coaching emerging UX/UI professionals.

## Key Achievements

- **CloudCar | Jaguar Land Rover** — Led end-to-end design and delivery of a flagship infotainment application used in over **30 million vehicles worldwide**, increasing user engagement by **10%** and reducing churn by **15%**.
- **Boeing** — Built and implemented an enterprise design system that improved cross-team collaboration and reduced design iteration time by **20%**, enhancing consistency across global UX teams.
- **Cisco** — Directed a multi-disciplinary design team to deliver a multi-platform communications system, increasing collaboration efficiency by **25%** and boosting conversion rates by **10%**.
- **Invisalign** — Applied user research and iterative testing to optimize digital product flows, improving user satisfaction by **25%** and decreasing customer support inquiries by **15%**.

## Skills & Expertise

### UX & Product Design
Information Architecture • User Flows • Personas • Journey Mapping • Wireframing • Visual Design • Prototyping • Interaction Design • Accessibility (WCAG) • Design Systems • Responsive & Mobile-First Design • Human-Centered & Emotional Design

### Design Theory & Methodology
Typography • Color Theory • Gestalt Principles • Cognitive Psychology in Design • Usability • Grid Systems • Atomic & Material Design • Design Thinking • Human-Computer Interaction • UX Strategy & Research

### Technical Fluency
HTML5 • CSS3 • SASS/LESS • JavaScript • jQuery • React • Angular • Node.js • Python • Ruby • JSON • Java • C/C++/C# • API Integration • Front-End Collaboration & Dev Handoff

**Tools & Platforms**
Figma • Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Lightroom, After Effects) • Sketch • Axure RP • Balsamiq • Omnigraffle • IntelliJ/WebStorm • Jira • ClickUp • Slack • Miro • Notion

**Mediums & Ecosystems**
Desktop • Mobile • Wearable • TV • AR/VR • Theater • iOS • Android • Cross-Platform SaaS

**Professional Strengths**
Team Leadership & Mentorship • Cross-Functional Collaboration • Design Documentation • Stakeholder Communication • Agile, Hybrid, & Waterfall Methodologies • Strategic Planning • Workshop Facilitation • Accessibility Advocacy

## Expertise

**Design Leadership:** Leads strategy, vision, and execution across AI, healthcare, and enterprise SaaS platforms; experienced in scaling design teams and systems.

**Human-Centered Design:** Deep background in UX research, usability testing, and translating complex problems into simple, elegant solutions.

**Collaboration & Communication:** Strong cross-functional partner to product, engineering, and executive stakeholders; builds alignment through clarity and shared ownership.

**Technical Integration:** Hands-on understanding of modern development workflows and tools; ensures efficient, accessible design delivery across platforms.

**Cross-Platform Design:** Crafts cohesive, responsive, and accessible interfaces for web, mobile, and emerging technologies (AR/VR).

## Work History

**42robotsAI**
*CDO & Co-founder*
Dallas, TX
July 2023 - Present

***-HK3K***
*Platform:* Mobile - Web - Web Extension
*Description*: An AI-powered "second brain" for knowledge management — helping users capture, organize, and search their notes, documents, browsing history, and personal data with context-aware, intelligent automation.
*Role*: End-to-End Designer
*Workflow Included*: Information architecture, wire framing, user testing, high-fidelity prototypes, design system creation, development documentation.

*Responsibilities*: Delivered hk3k as a knowledge management SaaS platform that works seamlessly on mobile and web, enabling AI-powered search, smart tagging, automatic note generation, and personalized knowledge retrieval. Built and tested the full design — acting as sole UI/UX designer from concept to production. Conducted user

research and analysis (with knowledge workers, power Notion users, etc.) to inform design decisions around capture, findability, and context sensitivity. Developed information architecture to ensure intuitive navigation and user flow that supports capture → organization → retrieval. Created wireframes and high-fidelity prototypes to lay out features like Smart Capture, AI search with persona/context settings, note generation, and knowledge hierarchy visualization. Implemented usability testing and iterative design cycles to refine interactions, labeling, search results presentation, and privacy controls. Designed and maintained a comprehensive design system ensuring consistency of components (modals, lists, navigation, tag hierarchy, dark/light modes) across platforms. Produced development documentation (redlines, behavior specs, responsive layout guidelines, accessibility / keyboard navigation, screen reader labels) to facilitate seamless handoff and ensure accessible implementation.

### -Atticus

**Platform:** Mobile - Web

**Description:** A healthcare application powered by AI.

**Role:** End-to-End Designer

**Workflow Included:** Information architecture, wire-framing, user testing, high-fidelity prototypes, design system creation, development documentation.

**Responsibilities:** Delivered Atticus as a healthcare SaaS platform with full end-to-end UX, enabling scalable AI-powered services for patient care on mobile and web. Built and tested the entire design, acting as the sole designer from concept to implementation. Conducted user research and analysis to inform design decisions.Developed information architecture to ensure intuitive navigation and user flow.Created wireframes and high-fidelity prototypes to visualize the application's design and functionality.Implemented user testing to gather feedback and iteratively improve the design.Designed and maintained a comprehensive design system to ensure consistency across the application.Produced development documentation to facilitate seamless handoff to the development team.

### -Hyper Prompts

**Platform:** Mobile - Web

**Description:** An AI aggregator that provides access to the best AIs in one place for free.

**Role:** End-to-End Designer

**Workflow Included:** Information architecture, wireframing, user testing, high-fidelity prototypes, design system creation, development documentation.

**Responsibilities:** Designed and scaled Hyper Prompts as a SaaS AI aggregator platform, facilitating user access to multiple AI tools and securing $390,000 in combined funding and client contracts. Created from the ground up. I began by testing 30 different AI applications including ChatGPT, Claude, Meta, Sora, etc. I created a complete 20 page report about their problem sets and features and functions they offered. Built out our own in depth Information architecture which included representative case studies on all 30. Using these problem sets we devised our product market fit based on what we believed (using said data) to create User Personas on the 3 most high value types of users in need of AI. Wireframes, mockups, and finally prototypes were all iterated and tested with extensive personal interviews with over a dozen individuals using AI in the workplace. I helped in the 1 pagers for Devs, and pitch deck sales for investors in which were able to secure $250,000. I then retrofitted our design for 2 clients who then paid our company another $140,000 in client sales for a company specific version of this application. Established a robust design system to maintain consistency and scalability.Produced comprehensive development documentation to ensure smooth collaboration with the development team of these companies.

## Phygtl

Head of Design
San Francisco, CA
January 2023 - August 2023

### -Phygtl.

**Platform:** Mobile - Web - AR - VR

**Description:** A way to gamify life by allowing users to interact with affinities to build their digital profile teamed up with connections and an intimate AI the user is served content which matters to them and allows them to toggle their data privacy for income.

**Role:** Researcher, Collaborator, Sketcher, Wireframes, Tester, Mockups, Prototypes, Coding, Dev Docs, Shareholder, Team Lead

**Workflow Included:** All onboarding, NDA loops including all main use cases.

**Responsibilities:** Conduct thorough research on market trends, user behavior, and competitive analysis to identify opportunities and challenges for the gamification of life in the realms of mobile, web, AR, and VR platforms. Collaborate closely with cross-functional teams, including product managers, developers, and other designers, to ensure a cohesive and innovative product vision and strategy. Create initial sketches, wireframes, and mockups to effectively communicate design ideas and concepts, and iteratively refine them based on user feedback and data insights. Develop high-fidelity prototypes for testing and validation, employing a range of techniques such as user interviews, usability testing, and A/B testing to identify potential areas for improvement. Oversee the coding and implementation of the final design, ensuring adherence to best practices, accessibility guidelines, and consistent design language across all platforms (mobile, web, AR, and VR). Produce comprehensive design documentation for developers, detailing the design system, components, and interaction patterns for seamless handoff and collaboration. Actively engage as a shareholder, providing valuable input on product direction, business strategies, and potential growth opportunities. Lead the design team, fostering a culture of innovation and collaboration, while providing mentorship, guidance, and performance evaluations to ensure the team's professional growth and success. Manage the end-to-end workflow for onboarding and NDA processes, ensuring a smooth user experience for all main use cases and stakeholder interactions. Continuously monitor and evaluate product performance, working closely with the data analytics team to derive actionable insights and implement data-driven improvements to enhance user engagement, satisfaction, and retention.

## TATA Consultancy
## Jul 2019 - Apr 2023 · 3 yrs 10 mos

## Boeing

UX UI Design Lead

Renton, WA
March 2021 - December 2022
*-Worklife, ESRP, WSCC, 3DX, Digital Campus, Wellness, Recreation Website*
*NDA*

## Aligntech
UX UI Design Lead
Durham, NC
September 2020 - Feb 2021

### *-Aligntech rep app*
**Platform:** *Tablet*
**Description:** An enterprise sales representative application that connects users to several dashboards containing many detailed layers of information related to individual performance, doctor needs, and patient requirements.
**Role:** Researcher, Collaborator, Sketcher, Wireframes, Mockups, Prototypes
**Workflow Included:** Dashboards (Main overview, Doctor and Profile), Forms, Spreadsheets, Interactive widgets

**Responsibilities:** I was required to take a full app and give it a top to bottom overhaul. I needed to deconstruct an already deep and complex set of features and functions that were confusing into information architecture. Once broken down and major pain points addressed through a series of interviews from casual to super users I created a full mapping on activity that was then bent into a series of dashboards and widgets to seamlessly guide a user in and out of difficult and broad sections. The main goal was to provide a faster more proficient workflow for a user who must spend most of their workday inside this app.

**Other work:** Asset Creation, Document Creation

## Cisco
UX UI Design Lead
Milpitas, CA
July 2019 - March 2020

### *-SSP*
**Platform:** *Web*
**Description:** Network based solution for large companies, which automates and guides users to manage and spin up systems.
**Role:** Researcher, Collaborator, Sketcher, Wireframes, Mockups, Prototypes
Workflow Included: Dashboard, Set Up Wizard, Settings, and Profile

**Responsibilities:** It was my chief goal to transform a complex business need of setting up and managing large intricate systems. I spent several sessions dealing with stakeholders, End customers of external and internal use, and divisions of management with divided goals to create a unified product which satisfied every business need as well as user success. I spearheaded user driven research and outcomes. I built large scale layout sessions to guide and aid management understand the vision and the solution. I took concepts to prototype with meticulous iteration and attention to detail as many parts were technology dependent. Much of the time was to ensure that all of the technology could coexist as well as satisfy the needs of the stakeholders. In the end I created a quick and easy way for users to manage a complex system.

**Other work:** Asset Creation, Document Creation

## CloudCar
UX UI Designer
Santa Clara, CA
November 2016 - June 2019

### *-Reference Application*
**Platform:** *Auto - Tablet*
**Description:** Cutting edge, Generation 3, fully immersive, automobile infotainment system. Touted as voice first this system allows a user to engage in everything from media to concierge services.
**Role:** Researcher, Collaborator, Sketcher, Wireframes, Tester, Mockups, Prototypes, Coding Workflow Included: Billboards, Media, Navigation, Weather, Contacts, Smart Home, Productivity, Knowledge, Ordering, Fleet Management, Vehicle Data, Settings, and Profile

**Responsibilities:** I guided, from manager stories and specifications, to fulfill stakeholders needs, to create a grounds up system. I personally focused research on other companies and their trends and what users are looking for in their vehicles today and in the future. I led meetings and brainstorming sessions to help build up information architecture that was full and robust. From notebook paper to white boards to digital boards, I quickly sketch out ideas into first foundations of ways to improve our Gen 2 to evolve to become the Gen 3. I made paper, and digital solutions to move from IA to testable flows. I spent time in and out of house testing for all of our new or improved features and functions. I built non coded prototyping experiences for testing and development to visualize final details and feelings.

**Other work:** Asset Creation, Document Creation

### -Portal – Analytics Dashboard
*Platform:* web
*Description:* An inward and outward facing dashboard with statistics and analytics based upon customer data.
*Role:* Researcher, Collaborator, Sketcher, Wireframes, Tester, Mockups, Prototypes
Workflow Included: Account creation, Dashboard, Reports, Administration
Responsibilities: I piloted market research about all the competing products that succeed and fail to help deepen our own information architecture. I led many meetings, and research trials to adapt simple designs about a new product that needs to be similar to an existing ones with an aspect of data and automotive. I tested many administrators to compare their frustration and limit this and improve speed and ease of use.
*Other work:* Asset Creation, Document Creation

### -Website rework
*Platform:* Web
*Description:* A website that educates to what we do at CloudCar
*Role:* Researcher, Collaborator, Mockups, Wireframes, Testing
*Workflow Included:* All pages, including: Home page, What we do, About us, and Blog
*Responsibilities:* I rebuilt this site twice. This all began with interviews of the internal employees to find out mission and vision to properly display the needs of the company. I compiled samples of ways to lay out the content they provided. We had many round robins from everything involving icons to gradient depths. I conducted testing to ensure the message passed from manager to consumer. I helped to increase user conversion to sign up and marketing connections.
*Other work:* Asset Creation, Document Creation

### -Online Media Application
*Platform:* Auto - Tablet
*Description:* A media focused infotainment system made for the luxury brand Jaguar Land Rover. Currently in all 2018-2021 models. In over 30 million vehicles worldwide.
*Role:* Researcher, Collaborator, Mockups
*Workflow Included:* Media Player, System, Accounts
*Responsibilities:* I helped refine and finish an existing product. This was passed over from another designer who left. And within this application I was responsible for 10% of the features and functions. I was mostly responsible for taking existing functions and features and refining them through and researching to polish a near complete system before the automotive production release of Jaguar and Land Rovers. I completed several extensive in depth development documents to help not only our CloudCar team but also the JLR team in the UK work in parallel and produce a high quality application for drivers with a heavy focus on safety.
*Other work:* Asset Creation, Document Creation

### -justDrive
*Platform:* Auto - Mobile
*Description:* A voice first infotainment system that focused on Navigation, Media, and Contacting and sharing with People
*Role:* Collaborator, Sketcher, Mockups,
Workflow Included: Updates to existing systems; Navigation, Media, Contacts
*Responsibilities:* I helped continue to the end of the lifetime of this app the improvement and addition of features. Many of these will be used to roll into the next generation of products. I spent time refining things as in colors for day and night mode to minimize distraction, while increasing readability and interactivity. I helped improve the contacts domain, in which the UI was modified to improve connectivity.

## Go Live Labs
UX UI Designer
Sunnyvale, CA
April 2014 - October 2016 *On contract working on other projects

## Nuviso
UX UI Designer
Milpitas, CA
September 2015 - October 2016

## Education

- **GoLiveLabs Bootcamp for UX UI Design and Development**
  Sunnyvale, CA
  January 2014 – April 2014