

# JON EZELL

## Senior Product Designer

Consumer • Behavior-driven • Systems-led

Senior Product Designer with 5+ years shipping end-to-end product experiences across AI-native platforms, health technology, and enterprise SaaS. Known for translating complex systems into intuitive, emotionally grounded experiences that move measurable business outcomes. Operates at the intersection of behavioral science, product strategy, and technical depth — leading design from ambiguity through launch in close collaboration with engineering and product leadership.

### Selected Work Experience

#### Scoot / Director of Product Design – (Lead IC)

Jul 2023 – Aug 2025

Led end-to-end product design for an immersive virtual event platform, partnering directly with founders to shape product direction from early prototype to enterprise-ready product. Shipped 30+ feature sets across 400+ screens. Company closed its first Fortune 500 deals during tenure.

- Redesigned core mobile experience, improving first-time mobile activation from 60% to 95% and web-based activation by 20% — identified through Amplitude analysis of 35+ documented pain points.
- Designed and shipped AI-powered sales intelligence tool (Deep Journey) reducing CRO reporting time from 2–6 hours per week to under 15 minutes, consolidating 6–8 fragmented tools into a single conversational interface.
- Built a 212-component design system integrated with Storybook, enabling visual consistency across platforms and reducing engineering implementation errors.
- Developed a proprietary research methodology using NotebookLM to query and synthesize 100+ customer call transcripts — delivering continuous, structured insight into pain points without additional research overhead.
- Designed agentic workflows with traceable source architecture, enabling CROs to query 5,000+ sales conversations through natural language and navigate directly to source transcripts.
- Built functional LLM prototype in n8n to evaluate model accuracy and query parameters before committing to engineering implementation.

#### ALTR / User Experience Designer

Jun 2020 – Jun 2022

Led design of onboarding and core product experiences for a VC-backed data security platform, helping scale the company from \$100K to \$1M+ ARR within two years.

- Redesigned onboarding experience, increasing product activation from 7% to 50% + — identified friction through mixed-method research and validated through iterative prototyping.
- Designed data discovery and classification experiences that enabled core value delivery and product scalability at the enterprise level.
- Built foundational design system and visual standards that supported consistent product growth across a rapidly expanding feature set.
- Conducted mixed-method user research and translated findings directly into shipped interaction models and product features.

### Additional Work Experience

**Zephyr** — Co-Founder & Product Designer | 2023  
Co-founded funded health-tech startup. Designed biofeedback wearable + companion app using HRV science. Top 10% CU Boulder New Venture Challenge.

**Reflection Sciences** — UX Consultant | 2023, UX lead for Gates Foundation-funded EdTech platform.

**WELL (YC W23)** — Design Consultant | 2024 UX/UI and branding for YC-backed startup.

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### Education

**University of Colorado Boulder**  
M. Eng. Creative Technology and Design

**Focus:** UX/UI, HCI, UX Engineering  
Jun 2022 – May 2024

**Santa Clara University**  
B.S. Environmental Science  
**Focus:** Sustainable Energy & Tech  
2016–2020

**General Assembly**  
UX Design Immersive Certificate  
2019

### Skills

**Design & Product:**  
End-to-end product design • Consumer experience design • Interaction design • Design systems • Product strategy • Visual and creative direction • Agentic workflow design • Behavioral reinforcement design • Biometric feedback systems • Hardware-software experience integration

**Research:**  
Mixed-method user research • Behavioral analysis • A/B testing & experimentation • Product vision shaping • Cross-functional alignment • Systems thinking at scale

**Technical:**  
Claude Code • MCP integrations • GitHub • n8n • Figma • NotebookLM / LLM-assisted research workflows • AI-assisted prototyping • Front-end collaboration • APIs & technical architecture understanding

### Interests

- The Science of Health and Wellness
- Mental Health & Mindfulness
- Flow Sports
- Photography
- Music

