

January 2025

Hello, I'm

Jonathan Kyle Hobson

Human-AI UX Researcher & Designer

Focuses on **real human needs**
to design more **seamless,**
trustworthy AI experiences.



Career OBJECTIVE

My goal is to lead the future of Human-AI Interaction. Designing systems where digital experiences and artificial intelligence is intuitive, trustworthy, and human-centered by default.

I'm focused on shaping products and strategies that make AI more accessible, ethical, and emotionally intelligent.

I aim to build and influence AI-powered holistic experiences that support education, civic engagement, and everyday usability, especially where trust, clarity, and impact matter most.

Driven by a passion for UX research, ethical AI, and design strategy,

I'm looking to contribute to teams where research doesn't just inform decisions—it transforms experiences.

Career SNAPSHOT



2023 - 2025

Lead UX Researcher & UX/UI Designer



AI Specialist

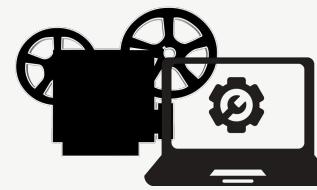
Product Strategist



2020 - 2024

User Experience M.S.

Master's Thesis on Human-AI Experience



2014 - 2020

Videographer & Producer

Cinematographer



2010 - 2014

Electronic Media, B.S.

Look at the measurable impact I've delivered through scaled research, strategic insight, and human-centered design.

10,000+
Users Impacted

35%+
Engagement Increase

30+
Unique Projects Led

3,000+
Feedback Interactions

15+
Research Methods

2,000+
Users in one project

Career SNAPSHOT

Organizations I've Driven Results For



oak.ai/



Led **20+ research & rapid-design initiatives**, influencing product roadmap & securing funding.

Developed **10+ wireframes & prototypes**, vibe coding for rapid-design and concept testing.

Built AI experiences used by **2,000+ students**, improving UX and **reducing grading time 20%**.

Leveraged input from **1,700+ voices** to shape ethical content and platform pivots.

Led **5+ UX Research & Strategy workshops** shaping app features, user journeys, and North Star flows.

Redesigned content across **10+ courses**, boosting UX, engagement and access.

Case Studies

Table of Content

[UXR Case Study #1](#)

[**Slide 6**](#)

A Netnography Research Project | How We Tackled the Unknown

[UXD Case Study #1](#)

[**Slide 9**](#)

Redesigning Login Experience | Creating Clarity, Feedback, and Flow

[UXR Case Study #2](#)

[**Slide 12**](#)

A Survey Research Project | Turning Noise Into Insight

[UXR Case Study #3](#)

[**Slide 19**](#)

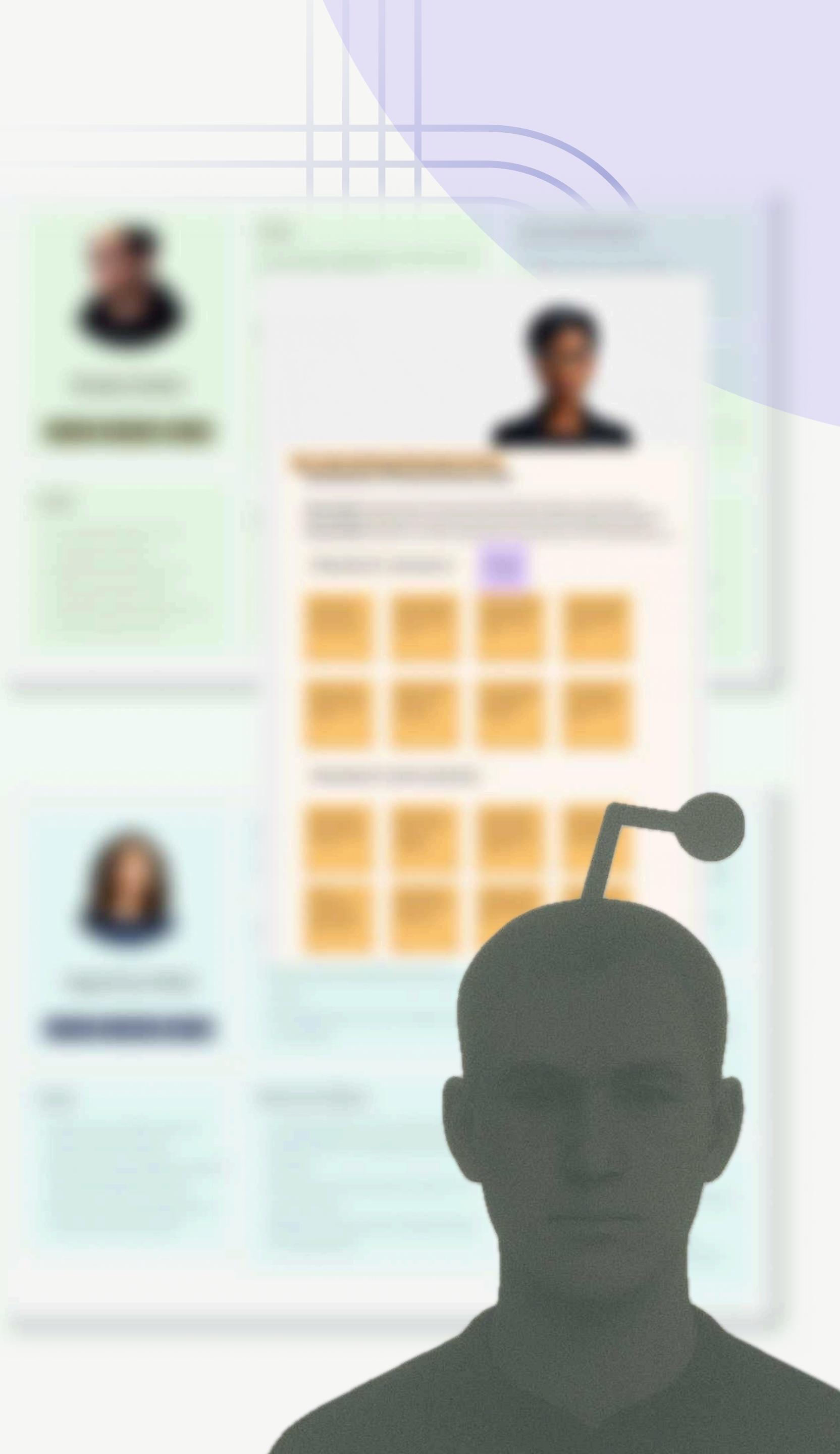
A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

Listening Between the Lines

A Netnography Research Project | How We Tackled the Unknown

Problem: Who is Oak's target personas within privacy-conscious communities, and what features will best meet their needs?

Challenge was the internal “fog” around who the real user is.



Listening Between the Lines

A Netnography Research Project | How We Tackled the Unknown

1 week of passive observation and trend mapping.

1 week of active engagement and conversations.

400~
Posts

1,000+
Comments

3
Subreddits

evaluated resulting in 50 insights
and 4 personas

all tracked and synthesized in Dovetails

Community Tracking Spreadsheet | Google Sheet |

Personas Overview | Persona Overview for vibeCheck

Observational Checklist for Niche Communities |

r/Parenting - Sept 30th | Observational Checklist for

r/Privacy - Sept 27th | Word Doc: Privacy_Overview

Strategic Objectives Addressed: Strategic Objectives

Field and Tag Structure Overview | This document is

r/Privacy - Cover - 28th | Popular discussions this

r/Privacy - Sept 28th | 12 News 66 Conversations about current news & events Solution Requests 54 People asking for tools & solutions Pain & Anger 38 People

r/Privacy Quotes - Sept 27th | Quotes Category Quote Date 1. Demographics "Meta has created high switching costs and engaged in monopolistic practices to

r/Privacy Case Studies Posts - Sept 28th | Post "Privacy" Description Date Interactions Comments Subreddit User Smart TVs take snapshots of what you watch multiple times per second

r/Privacy - Sept 27th Raw Data | Reddit Observation #1 Community: r/Privacy Date: September 25th-27th, 2024 Meta has been fined \$91M (\$10M) after it was discovered that to ...

r/Privacy - Hot Discussion - Sept 28th Raw Data | 1 Don't ever hand your phone to the cops - 1291 - 235 - r/privacy u/BobbyLureo - Wed 9/25/2024 Smart TVs take snapshots of what you watch multiple times per second Popular smart TV models made by Samsung and LG can ...

r/Privacy - Popular Posts - Sept 28th Raw Data | 2 Smart TVs take snapshots of what you watch multiple times per second Popular smart TV models made by Samsung and LG can ...

r/Privacy - Top Content - Sept 28th Raw Data | 3 South Korea removed 1,300 cameras from its military bases after discovering they're designed to feed back to a Chinese server - 3 ...

Prompts from posts
made to engage the
community.

Synthesized
observations, findings,
and insights in Dovetails.

Listening Between the Lines

A Netnography Research Project | How We Tackled the Unknown

We mapped the privacy-first mindset to realize the audience was too niche and skeptical for product-market fit.

- Planned interviews and deeper research were halted.
- Oak reoriented its product and messaging. Prioritizing segments where adoption was possible.
- Outcome: We saved time, avoided sunk cost, and modeled true user-centered strategy.



Team workshop conducted with stakeholder to report findings.



Ethical Guardian

"Privacy isn't just for me; it's a principle I stand for"

Dedicated, Ethical, Vigilant

Strongly values ethical practices and data autonomy.

90 Distinct Observations

Informed User Personas that were developed.

Simplifying Access

Redesigning Login Experience | Creating Clarity, Feedback, and Flow

Problem: Oak's original login process confused users, offered no error feedback, and lacked accessible sign-up cues.

The original interface gave no indication of what was wrong with passwords.

Key Challenges:

- No real-time feedback on errors or unmet requirements
- Confusing navigation between login and sign-up
- Missing visual hierarchy and CTA clarity
- High friction in completing core user task: account access

Inconsistent branding



Offensive logo



Ready, Set...

Log in to access your account

Email Address

Enter your email

Password

.....

Log In

Send Me A One-Time Login Link

Request Early Access

Not user preference

Didn't differentiate sign-up from sign-in, and lacked single sign-on options.

Lack of UX standard convention

Email Address

j.k.hobson@oak-a.ai

Password

.....

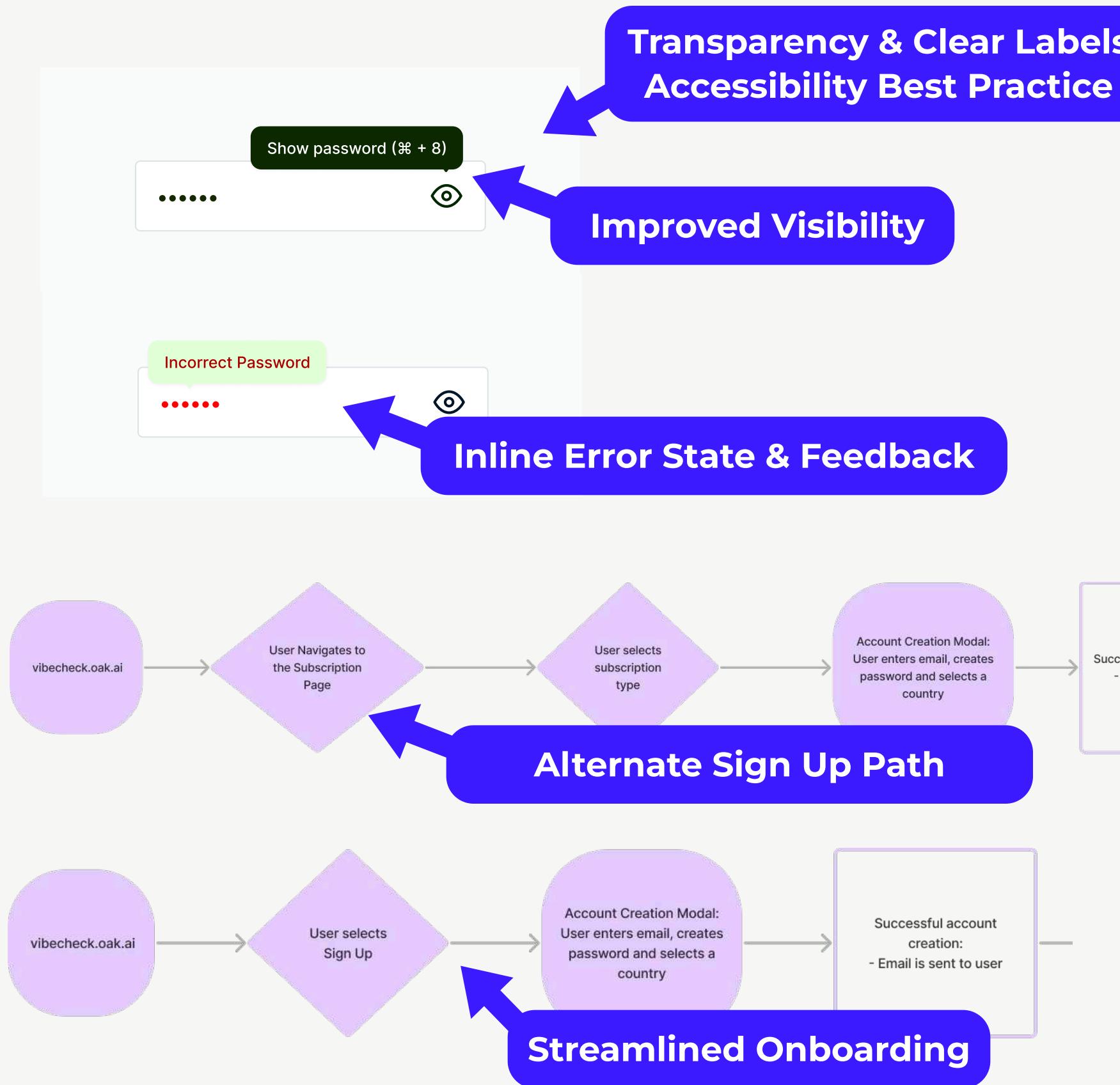
No error handling

Bad contrast

Simplifying Access

Redesigning Login Experience | Research into Design

References, and User Flows



Clear Sign-In Flow

Field Guidance

Wireframes and Prototypes

Iteration #2

Quick-Access Login

Iteration #4

Error Validation

Clear Feedback

Consent Added

Removed Google sign-in adjusting for MVP constraints do to engineering bandwidth.

Simplifying Access

Redesigning Login Experience | The Impact of the Design

As Results of Design Implementations

50%
Reduction
in drop-offs

4x
More users
reached

90%
Increase in
successful action

90%
Satisfaction
rate increase

100%
Reduction in
error rate

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight



Problem: How do you turn a passionate social justice audience into engaged, actionable, or contributing community members?

Qasim Rashid's audience was deeply passionate. But we didn't know how they really wanted to act, engage, or support.

Supporters weren't converting to paying members or taking consistent action.

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

Led survey design, launch, and analysis

Recruited a diverse audience through multi-channels

Balanced quantitative and qualitative questions

1,781

Participants

649

Open Ended
Responses

1,459

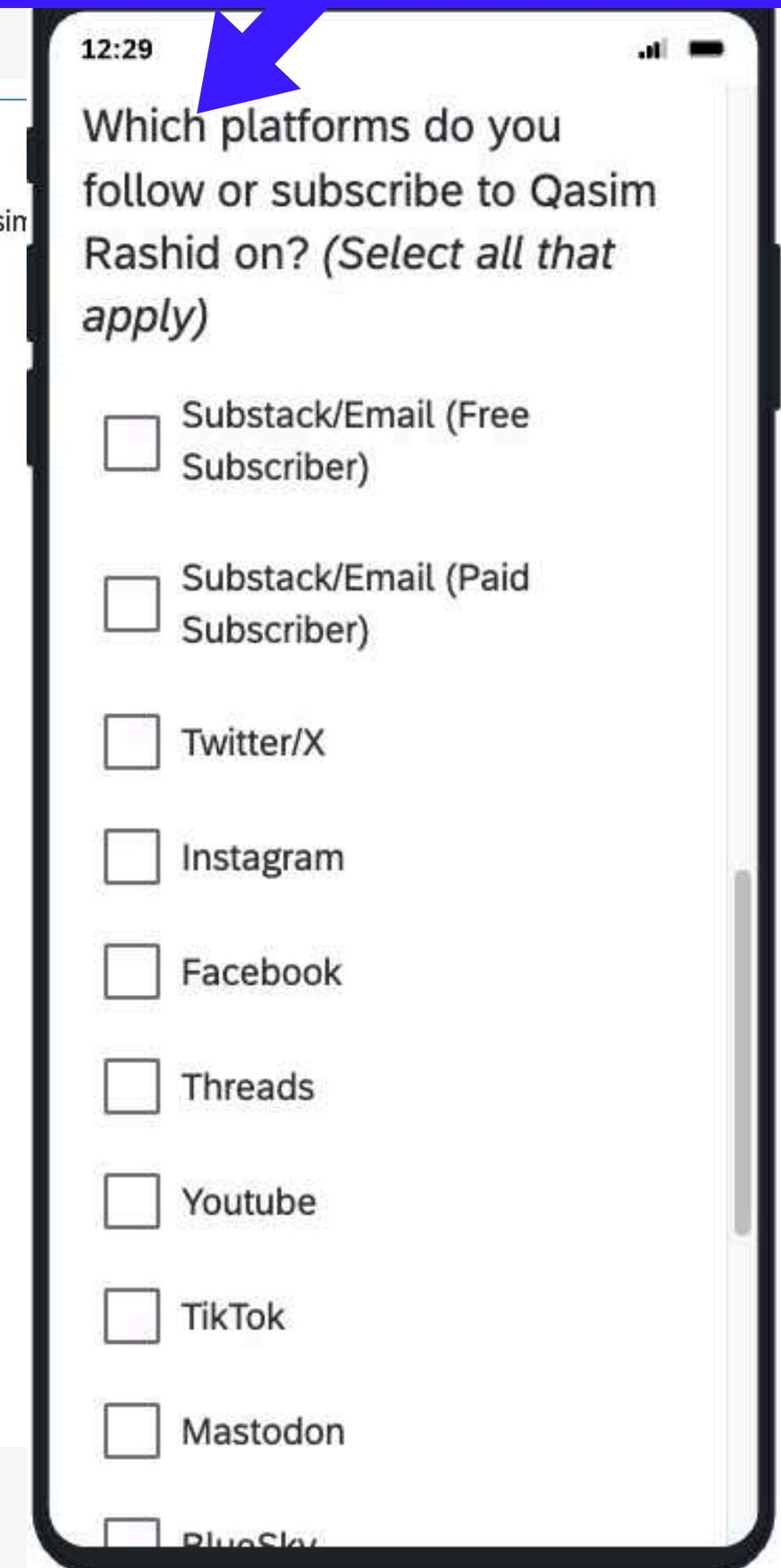
Complete Results

evaluated resulting in 42
actionable insights
all completed in under 3 weeks.

Please provide a response

Which platforms do you follow or subscribe to Qasim Rashid on? (Select all that apply)

- Substack/Email (Free Subscriber)
- Substack/Email (Paid Subscriber)
- Twitter/X
- Instagram
- Facebook
- Threads
- Youtube
- TikTok
- Mastodon
- BlueSky
- All of the Above
- Other (please specify)
- None of the above (Do not follow Qasim Rashid)



Multi-choice question
from the survey

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

Oak & Qasim: Empowering Value-Driven Actions

9% Survey Completion

How often do you advocate for issues and causes with direct or indirect action?
(e.g., signing petitions, donating, contacting officials, volunteering, attending protests, supporting changemakers)

- Never – I'm not interested in taking action
- Never – I want to take action, but I encounter challenges
- Rarely (1-2 times per month)
- Sometimes (1-2 times per week)
- Often (3-5 times per week)
- Almost always (Daily or multiple times a day)

Single-choice question from the survey

Great survey feedback from users

James Rankin Mar 6
Liked by Qasim Rashid, Esq.
I liked this survey. The questions were more relevant & easier to answer than most surveys.
LIKE (1) REPLY (1) SHARE

Qasim Rashid, Esq. Mar 7
Author
Glad to hear that. Thanks for filling out.
LIKE (1) REPLY SHARE

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight



Delivered Real-World Impact and Enabled Ongoing Research

- Confirmed a viable, motivated audience for our product, influencing both feature prioritization and funding pitches.
- Added **400+** engaged users to our marketing and research panel creating a reliable cohort for future surveys, interviews, and usability tests.
- Rapidly filled focus groups and completed follow-up interviews to validate product direction
- Delivered recommendations now being implemented (Action Hub, enhanced user voice)
- Data used in funding pitches and strategic decision-making

Table of Contents

Section 1: Focus Groups

- Deep-dive conversations **exploring emotional, cognitive, and behavioral patterns**
- **Subscription hesitation** & value perception
- Overwhelm, sharing fears, and **motivation gaps**
- **Feature requests** & content structure needs
- Emotional resonance and **quotes that drive action**

“Seeing that things actually get done and my action makes an impact. Most times I **feel like I’m just shouting into the void** ... because my representatives continue to do nothing, or actively perpetuate harmful policies.”



Section 2: Survey

- Quantitative insights **from 1,459+ respondents**
- Demographics & identity
- Platform preferences & **engagement habits**
- **Barriers to action** and paid support
- Trust dynamics & **CTA effectiveness**

Section 3: Phase 1 Research

- Early investigation into **Qasim’s challenges**, audience behaviors, and platform friction
- **Audience pain point** scenarios
- Storyboard: Action Support Hub
- Engagement & algorithm issues
- Workflow and communication overload

Barriers to Becoming a Paid Subscriber

- [REDACTED] say they **can't justify the cost right now or have other financial constraint.**
- [REDACTED] feel they **get enough value from the free content or don't see the value added.**
- [REDACTED] are **already subscribed to too many paid platforms** or are **overwhelmed.**
- [REDACTED] are **planning to subscribe** in the future.

Some users expressed concerns about Qasim's perspectives or Substack's policies, with a [REDACTED] preferring alternative platforms [REDACTED].

NDA Redacted

Audience that is Overwhelmed but Seeking Clarity

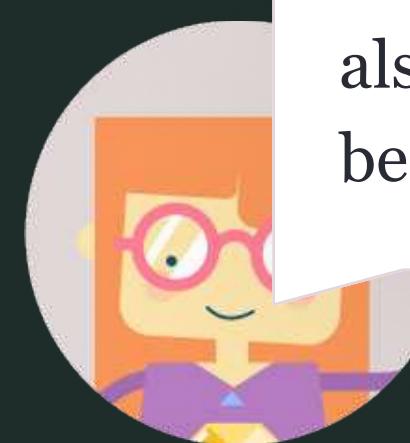
"Most of us would like a focused way we can make a difference/ take action and **information overload isn't it.**"



"I stopped using social media because I **found the noise overwhelming.** I paid for a subscription to his newsletter and rely on it for relevant news and actions to take."



"It's extremely important that we hear the ways that our resistance is making a difference or about how others' efforts are making a difference."



"I don't like to miss anything, but I also **dread opening his emails** because of the sense of overwhelm."



"I want to contribute, but I don't know what I don't know."

Turning Knowledge Into Action

A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction



Problem: Oak's app was built without UX or design oversight, leading to a fractured, non-intuitive, and inconsistent user experience.

The platform relied on engineering-first assumptions with no foundational UX strategy, leaving users confused and undermining the product's mission.

Turning Knowledge Into Action

A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

Led Heuristics Evaluation, UX & Accessibility Audit, and Brand Review

Applied Nielsen's 10 heuristics, and Chauncey Wilson's severity scale
Benchmarked against competitor platforms and UX best practices

Heuristic Evaluation
spreadsheet checklist

Checklist

P - Content Alternative provided, Content is adaptable, and Content is easy to hear and see.

O - All functionality is available and flexible, enough time is provided, content is safe, and content is easy to find.

U - Content text is readable and understandable, content appears and operates in predictable ways, and users are helped to avoid and correct mistakes.

R - Maximize compatibility is provided for current and future user agents.

13
Heuristics

38
Distinct Violations

evaluated across **100+ interface elements** resulting in site-wide grade: **33% (F)** and rapid-prototyping for redesigns.
all completed in under 2 weeks.

37
Solutions Identified

Turning Knowledge Into Action

A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

Before

Unclear CTAs & jargon-heavy nav

After Iteration #2

Streamlined UI, clear start point

Heuristic eval → wireframes → prototypes → Fixed: menu clarity, value messaging, visual hierarchy

Home - Navigation

- Train myAI™ Digital Assistant
- VibeCheck™ AI Demo
- Feedback & Support (Survey Monkey Link)

Purchase Tokens

Feedback & Support (Survey Monkey Link)

Donate

My Circles (coming soon!)

Oak Achievements (coming soon!)

User Account

Log Out

Tired of complex terms and policies?

vibeCheck sifts through jargon-filled documents to highlight what matters to you. We help you to set healthy boundaries online using ethical AI.

Start Your Free vibeCheck Trial!

Early Access Features

Insight leads to empowerment

Protect yourself and your data by understanding the terms of service.

AI Summaries

Search for companies with vibeCheck to read easy-to-understand summaries of each term and policy.

Community Insights

Find out which terms and policies the community finds questionable and rate terms and policies yourself.

Train Your Own AI

Train your own AI with your values so that it can eventually evaluate terms and policies for you.

Oak AI

vibeCheck Search

vibeCheck Classic

Document Cleanup

Community Insights

AI Summaries

Community Insights

Train Your Own AI

Sign In

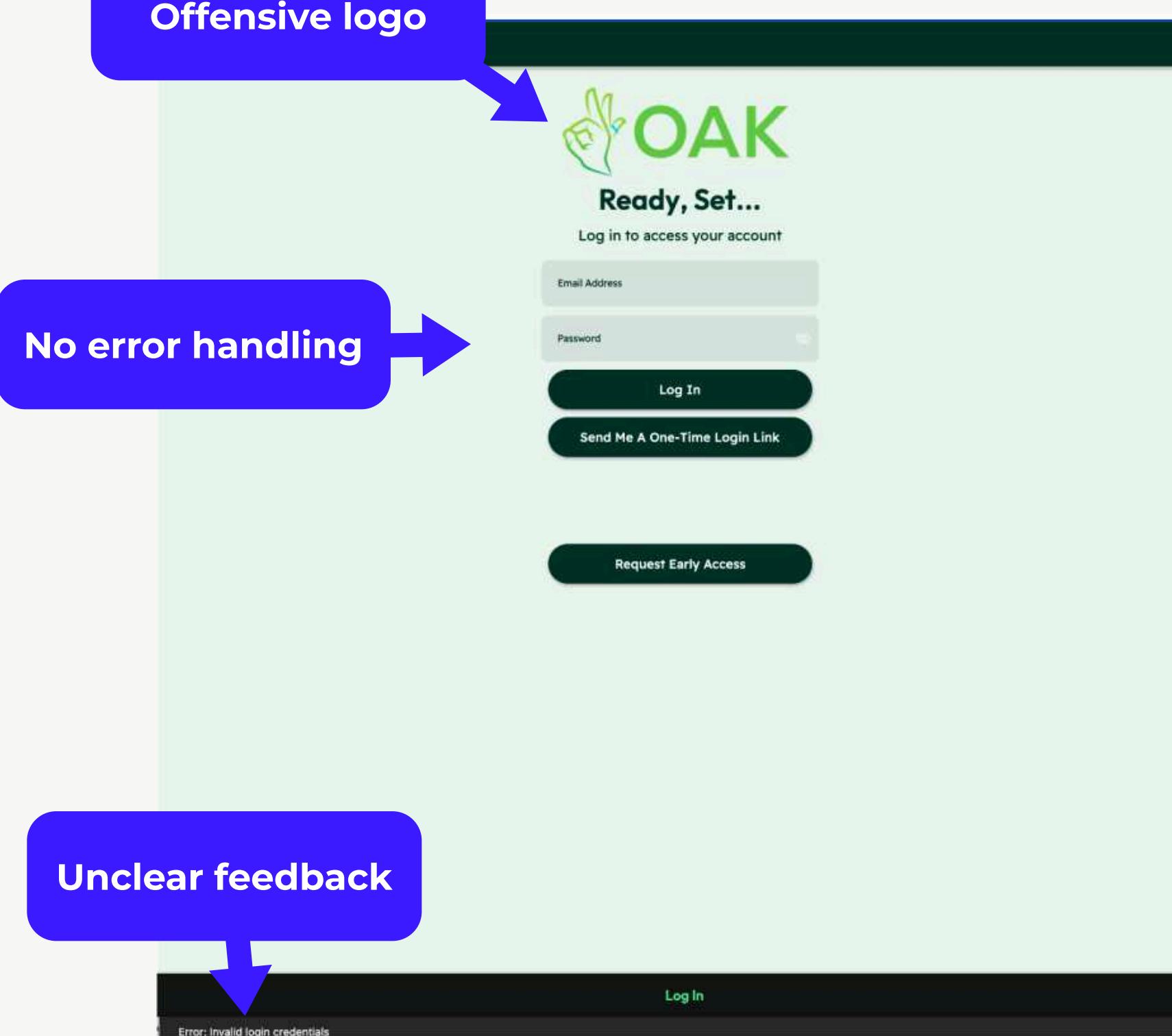
Sign Up

Give Feedback

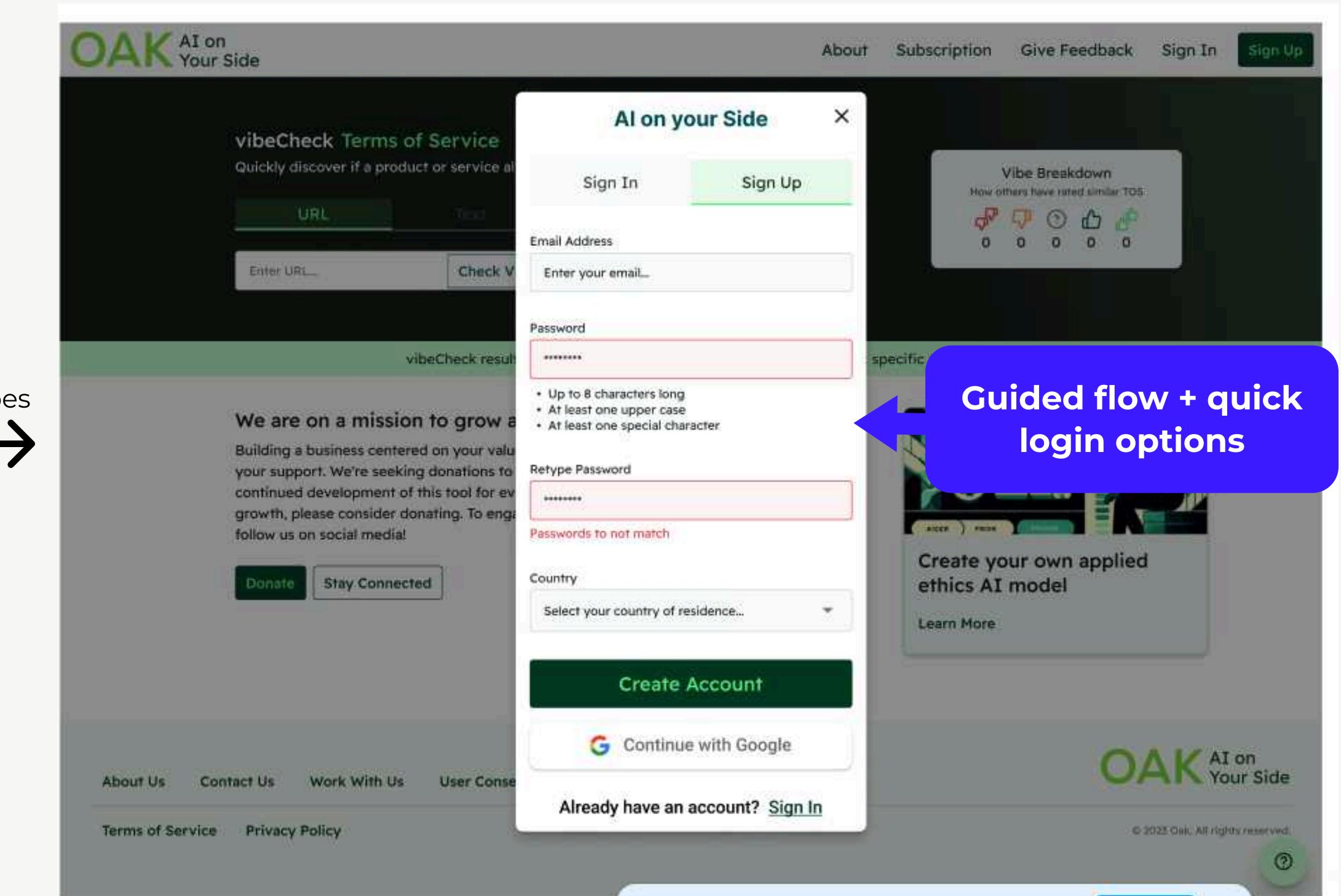
Turning Knowledge Into Action

A UX Audit and Heuristics Project | Turning Existing Knowledge into Strategic Direction

Before



After Iteration #3



Heuristic eval → wireframes → prototypes

Resolved: contrast, CTA clarity, signup friction

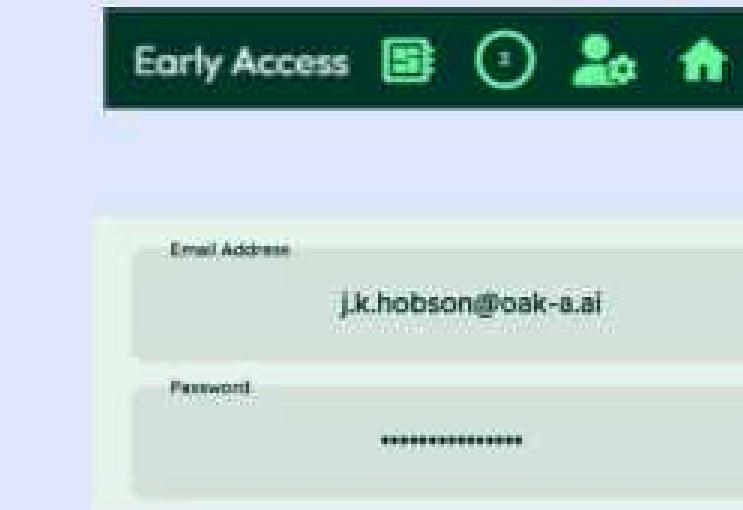
Design Recommendations

Solution Overview

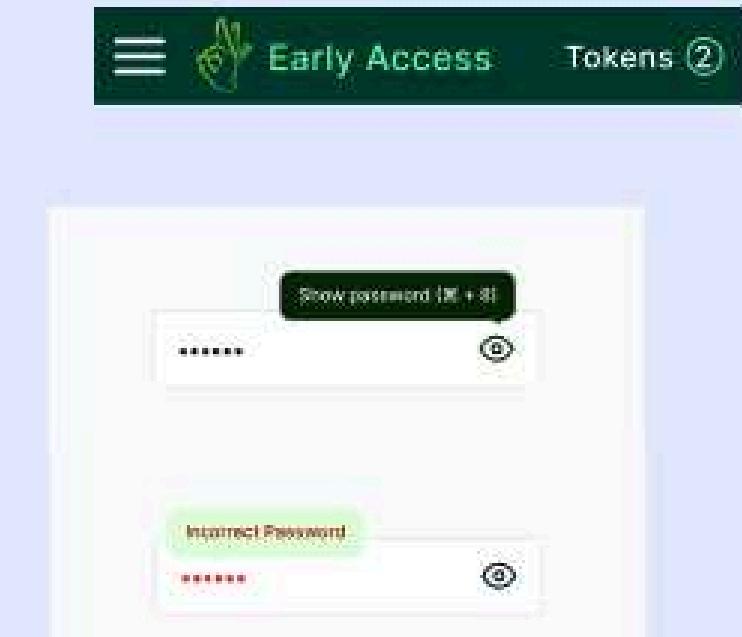
- 1. UI Standardization:** Develop a uniform UI framework to ensure consistency across different parts of the application, thus reducing cognitive load and enhancing user comprehension.
- 2. Information Architecture Remodeling:** Restructure the site's information hierarchy to improve navigability and content discoverability, making it more intuitive for users to find what they're looking for.
- 3. Brand Development:** Revamp the brand identity to ensure consistency across all digital touchpoints. This includes standardizing color schemes, logo designs, and overall visual language.



Current



Proposed



Note: These are screenshots of reports delivered modified per NDA

Design Recommendations

1. Standardize and Enhance Page Titles and Headings:

Implement a uniform style guide for page titles, headers, and subheadings, ensuring they are descriptive and clearly reflect the content of each page. This approach will directly address issues related to ineffective title and header descriptions and unclear headings and subheadings.

2. Develop a Clear and Prominent Value Proposition:

Craft and prominently display a concise value proposition on the home page and other key areas to immediately convey the app's purpose and engage users effectively, thereby resolving the issue of the absence of a clear value proposition.

3. Redesign Home Page to Highlight Primary Actions:

Restructure the home page layout to emphasize primary actions, using visual cues and strategic placement to guide users efficiently, addressing the lack of focus on primary actions.

4. Consolidate and Strengthen Branding Elements:

Create a cohesive branding guideline that standardizes design elements such as logos, color schemes, and typographies across all pages, ensuring a consistent and recognizable brand experience throughout the site. This will help mitigate inconsistencies in branding and logo usage.

5. Enhance Navigation with Clear Signposting:

Overhaul the navigation system to include clear, descriptive link names and intuitive menus, ensuring users can easily understand their current location and navigate to desired pages without confusion. This solution targets issues with navigation clarity and non-descriptive link names.

6. Optimize Standard Element Placement:

Conduct a thorough review and reorganization of standard elements (like privacy policies, contact information) to ensure they are easily locatable and accessible from any page, addressing the difficulty in finding standard elements.

7. Implement a Fixed and Functional Logo Navigation:

Standardize the logo's position across all pages and ensure its functionality consistently returns users to the home page, enhancing navigational clarity and consistency.

UX Trend Examples

Effective Page Titles and Headings:

- Basecamp (www.basecamp.com): Known for its clear <h1> tag at the top of the homepage, Basecamp effectively uses headings to convey its core offering - "The All-In-One Toolkit for Working Remotely".
- Mailchimp (www.mailchimp.com): Mailchimp uses headings effectively on its homepage, with a clear separation between headers and subsequent paragraphs, aiding in quick identification and focus for users.

Clear Value Proposition on Homepage:

- FreshBooks (www.freshbooks.com): Targets small business owners with a clear value proposition addressing the pain points of bookkeeping.
- The Ladders (www.theladders.com): Specializes in high-income professional job placements with a value proposition that speaks directly to career advancement and increased salary.
- Apptimize (www.apptimize.com): Clearly states its mission to enhance mobile app experiences, appealing directly to its target audience.
- Asana (www.asana.com): Known for its clear communication of its value proposition on the homepage.

Homepage Layout Highlighting Primary Actions:

- Dropbox (www.dropbox.com): Features a well-designed homepage with a hero image and clear CTAs focused on efficiency and security.
- Slack (www.slack.com): Utilizes unique illustrations and a clear tagline to guide visitors towards creating an account or signing in.
- Green Mountain Energy (www.greenmountainenergy.com): Uses contrasting colors in CTAs to clearly distinguish between options for residential customers and business owners.
- CarMax (www.carmax.com): Effectively addresses its dual audience (buyers and sellers) with multiple CTAs on its homepage.

Cohesive Branding Across Pages:

- Dropbox (www.dropbox.com): Exhibits consistent design and personalization across channels, maintaining its signature logo and style in all communications.
- charity:water (www.charitywater.org): Uses its logo effectively across various channels, keeping the branding and mission top of mind while showcasing creative marketing strategies.
- Wells Fargo (www.wellsfargo.com): Maintains traditional and consistent messaging across all platforms, using uniform fonts, colors, layouts, and logos.
- Warby Parker (www.warbyparker.com): Communicates its boutique-quality branding consistently through all promotions and marketing assets, maintaining a clean and navigable website design.

Enhanced Navigation Clarity:

- Websites employing various types of effective navigation include full-screen, top horizontal, dropdown, vertical side, footer menus, breadcrumbs, and hamburger menus for mobile devices, each enhancing user experience and helping visitors find what they need quickly.

Optimal Standard Element Placement:

- While specific examples were not identified, websites that excel in this area typically exhibit a clear and intuitive layout, ensuring elements like contact information, privacy policies, and user accounts are easily accessible and logically placed. Consider studying well-designed websites for inspiration on how they strategically position these standard elements.

Fixed and Functional Logo Navigation:

- Websites with fixed navigation systems, like blogs with extensive content, often employ this feature effectively. These systems keep navigational elements such as logos in place while users scroll through content, improving accessibility and user experience.

Summary

This document presents a condensed summary of the heuristic evaluation conducted on the Oak web application (<https://app.oak-a.ai/>). Our analysis meticulously followed Jakob Nielsen's 10 Usability Heuristics to assess the website's user experience comprehensively. The evaluation pinpointed various significant issues that impact the site's usability, ranging from ineffective navigation elements to inconsistent design and lack of clear instructions. Each identified problem is paired with a tailored solution or recommendation aimed at enhancing the overall user experience and functionality of the web application. This summarized version focuses on presenting the core issues and proposed solutions in a succinct format. For a detailed understanding and complete insight, please refer to the full report available at

Problems Identified:

- Ineffective Title and Header Descriptions:** Titles and headers lack consistency and descriptiveness.
- Unclear Headings and Subheadings:** Headings and subheadings are not clear or straightforward.
- Absence of Clear Value Proposition:** The home page fails to clearly convey the app's purpose.
- Lack of Focus on Primary Actions:** Primary actions are not highlighted effectively on the home page.
- Inconsistent Branding Across Pages:** Branding elements vary, creating a disjointed experience.
- Navigation Clarity Issues:** Navigation is not intuitive or clear, leading to user disorientation.
- Non-Descriptive Link Names:** Link names do not match destination page titles.
- Difficult to Locate Standard Elements:** Essential elements like privacy policies are not easily found.
- Inconsistent Logo Placement and Functionality:** Logo's location and function vary across pages.

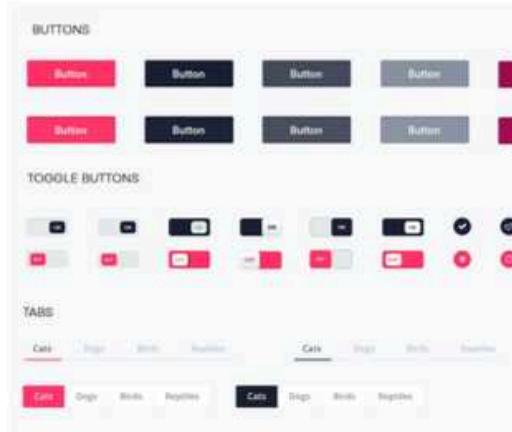
Sample of Project Deliverables

Excerpted from internal research documents

UI Standardization

Design Recommendations #1

Standardize and Enhance Page Titles and Headings: Implement a uniform style guide for page titles, headers, and subheadings, ensuring they are descriptive and clearly reflect the content of each page. This approach will directly address issues related to ineffective title and header descriptions and unclear headings and subheadings.



UI Kit example

Megan

Uniformed Style Guide

IDEAL SOLUTION	RECOMMENDED
Leverage an existing design language system when we move away from flutter flow and/or need to rebuild from the ground up.	<ol style="list-style-type: none">1. Audit existing UI implementation.2. Develop new UI kit with recommended improvements.3. Implement new UI kit into flutter flow leveraging their component feature to ensure standard UI implementation across the team.
BENEFITS <ul style="list-style-type: none">• Would allow us to ensure UX best practices are being followed at the component level.• Would make future UI development work easier if we move away from a templated development tool.	BENEFITS <ul style="list-style-type: none">• Allow us to have more control and visibility into our brand.• Allow for holistic view of our system which will result in better, more informed UI decisions to be made.• Will ensure standardization and consistency of UI implementation.

Information Architecture

Design Recommendations #2

Develop a Clear and Prominent Value Proposition: Craft and prominently display a concise value proposition on the home page and other pages to immediately convey the app's and that page's purpose. In order to engage users effectively, thereby resolving the issue of the absence of a clear value proposition and page intent.

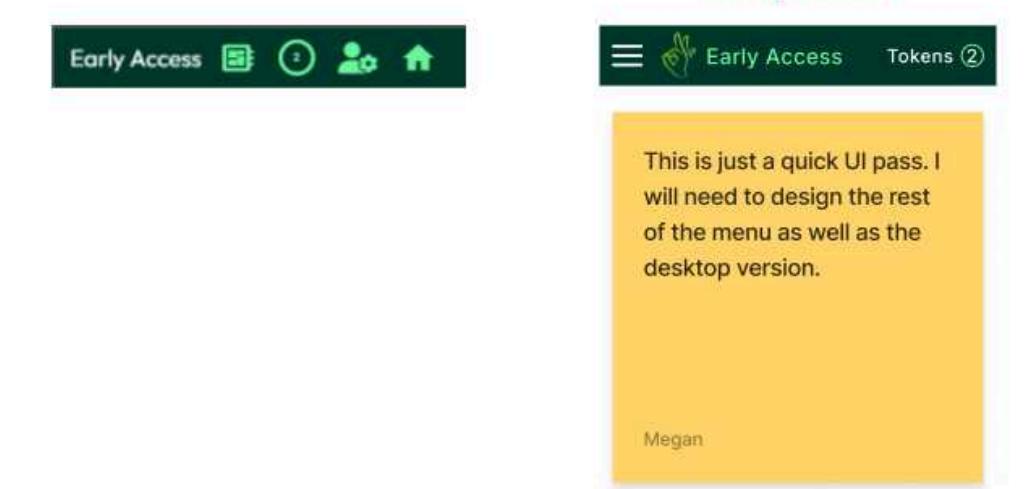
Develop Value Proposition

IDEAL SOLUTION	RECOMMENDED	ALTERNATIVE SOLUTION
Work with a marketing specialist to craft and then focus group test value proposition to identify what messaging resonates most with our target audience.	<ol style="list-style-type: none">1. Conduct UX writing and information architecture research to understand effective messaging on similar websites.2. Utilize these insights to refine the website's call to action and page summaries.3. Identify specific opportunities for improvement and develop solutions based on the revised value proposition strategy.	<ol style="list-style-type: none">1. Identify specific aspects of our message we want to evaluate.2. Develop survey to gather input from users interested in early access.3. Begin measuring the impact specific messaging has on our audience.
BENEFITS <ul style="list-style-type: none">• Would allow us to validate our messaging and get insight into what motivates our users.	BENEFITS <ul style="list-style-type: none">• Enhances user understanding and navigation.• Streamlines content to align with user expectations and best practices.	BENEFITS <ul style="list-style-type: none">Would allow us to iteratively test and gain insights about our messaging while also educating and engaging the community about our product/company.

Information Architecture

Design Recommendations #3

Redesign Home Page to Highlight Primary Actions: Restructure the home page layout to emphasize primary actions, using visual cues and strategic placement to guide users efficiently, addressing the lack of focus on primary actions.



Current

Proposed

This is just a quick UI pass. I will need to design the rest of the menu as well as the desktop version.

Megan

Home Page Navigation

IDEAL SOLUTION	RECOMMENDED
<ol style="list-style-type: none">1. Complete a Information Architecture evaluation of the site.2. Redesign & implement new optimized navigation.	<ol style="list-style-type: none">1. Redesign top bar navigation:<ol style="list-style-type: none">a. Ensure icons are recognizableb. Ensure token counter is recognizablec. Ensure responsive handlingd. Reorder navigation options in a more intuitive way.2. This scoped approach will allow us to make necessary navigation updates without the need for an entire AI evaluation.
BENEFITS <ul style="list-style-type: none">• Ensure that users can easily navigate the site.• Design navigation around workflows and establish UX patterns to allow for scaling of capabilities.	BENEFITS <ul style="list-style-type: none">• This scoped approach will allow us to make necessary navigation updates without the need for an entire AI evaluation.

Note: These are screenshots of reports delivered modified per NDA