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Hello, I'm

Jonathan Kyle Hobson

AI-Focused UX Researcher | Product Strategist

**Harnesses Artificial
Intelligence to turn real human
needs into real-world impact.**



Career OBJECTIVE

Aim is to bridge the gap between cutting-edge AI technology and real human needs. Leading research backed design, and strategy that make complex tools truly accessible, ethical, and impactful.

Specialize in turning user insights into action, driving engagement and adoption through human-centered AI, and shaping products that earn trust in high-stakes environments.

With a proven record of delivering 35%+ engagement gains, conducting research with over 2,000 users in a single study, and building scalable processes I aim to lead teams and organizations at the intersection of innovation, empathy, and measurable business impact.



Career SNAPSHOT

10,000+
Users
Impacted

35%+
Engagement
Increase

20+
Projects Led

3,000+
Feedback
Interactions

15+
Research
Methods

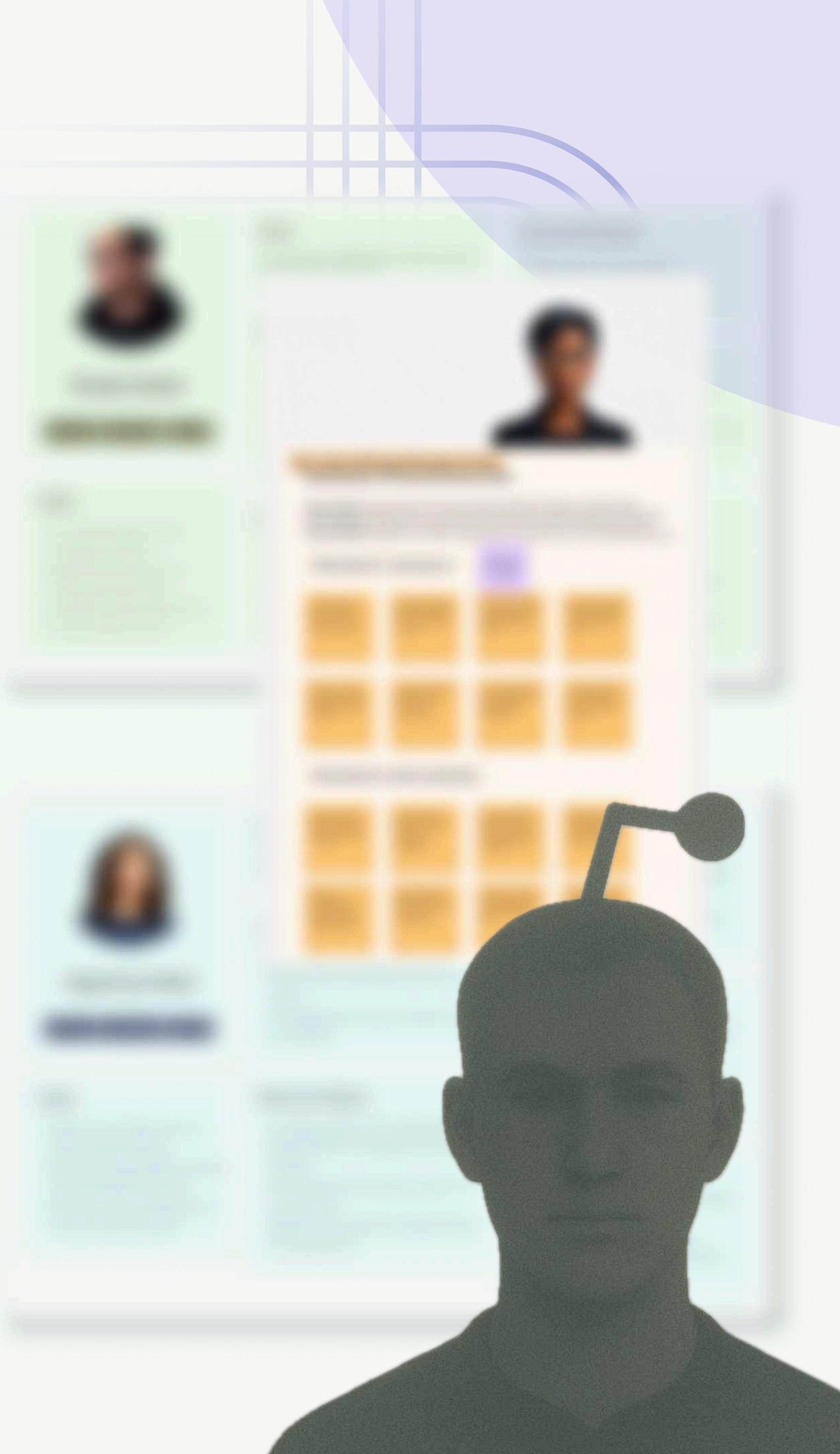
2,000+
Users; one
project

Listening Between the Lines

A Netnography Research Project | Who really are our privacy personas?

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

3
Subreddits

evaluated resulting in

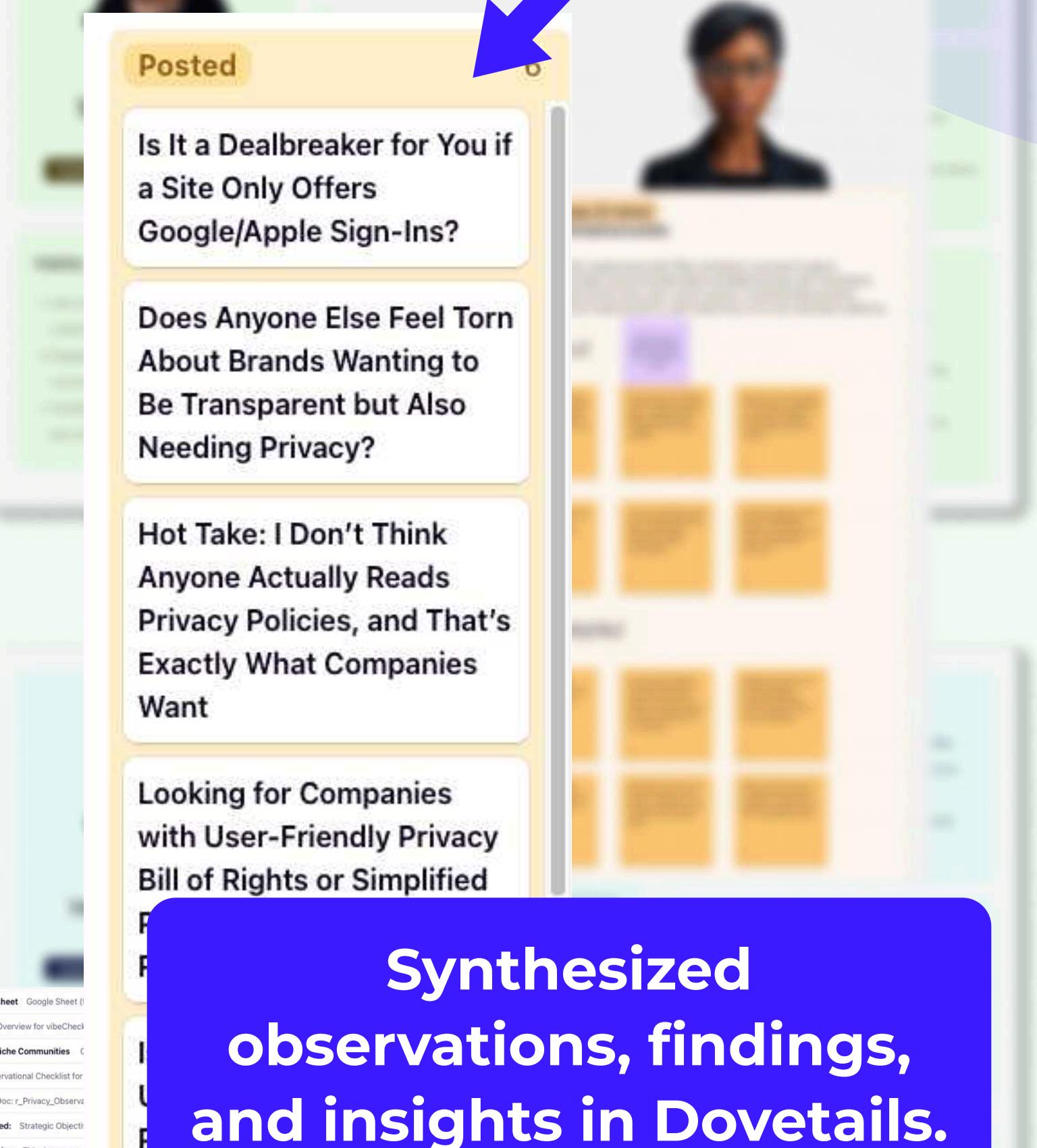
1,000+
Comments

50 distinct insights

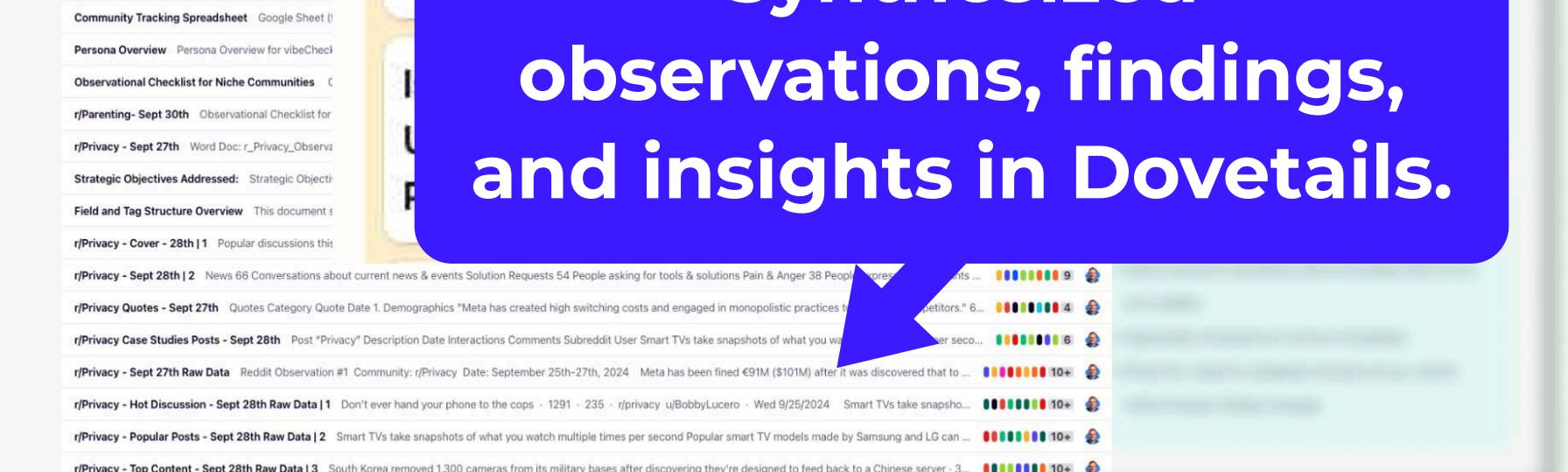
and 4 distinct personas

all tracked and synthesized in Dovetails

Prompts from posts
made to engage the
community.



Synthesized
observations, findings,
and insights in Dovetails.



Listening Between the Lines

A Netnography Research Project | What We Learned

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.



Simple Seeker



Team workshop conducted with stakeholder to report findings.

Ethical Guardian

“Privacy isn’t just for me; it’s a principle I stand for”



Inquisitive Mind

Dedicated, Ethical, Vigilant
Strongly values ethical practices and data autonomy.

90 Distinct Observations

Informed User Personas that were developed.

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**

**1,459
Complete Results**

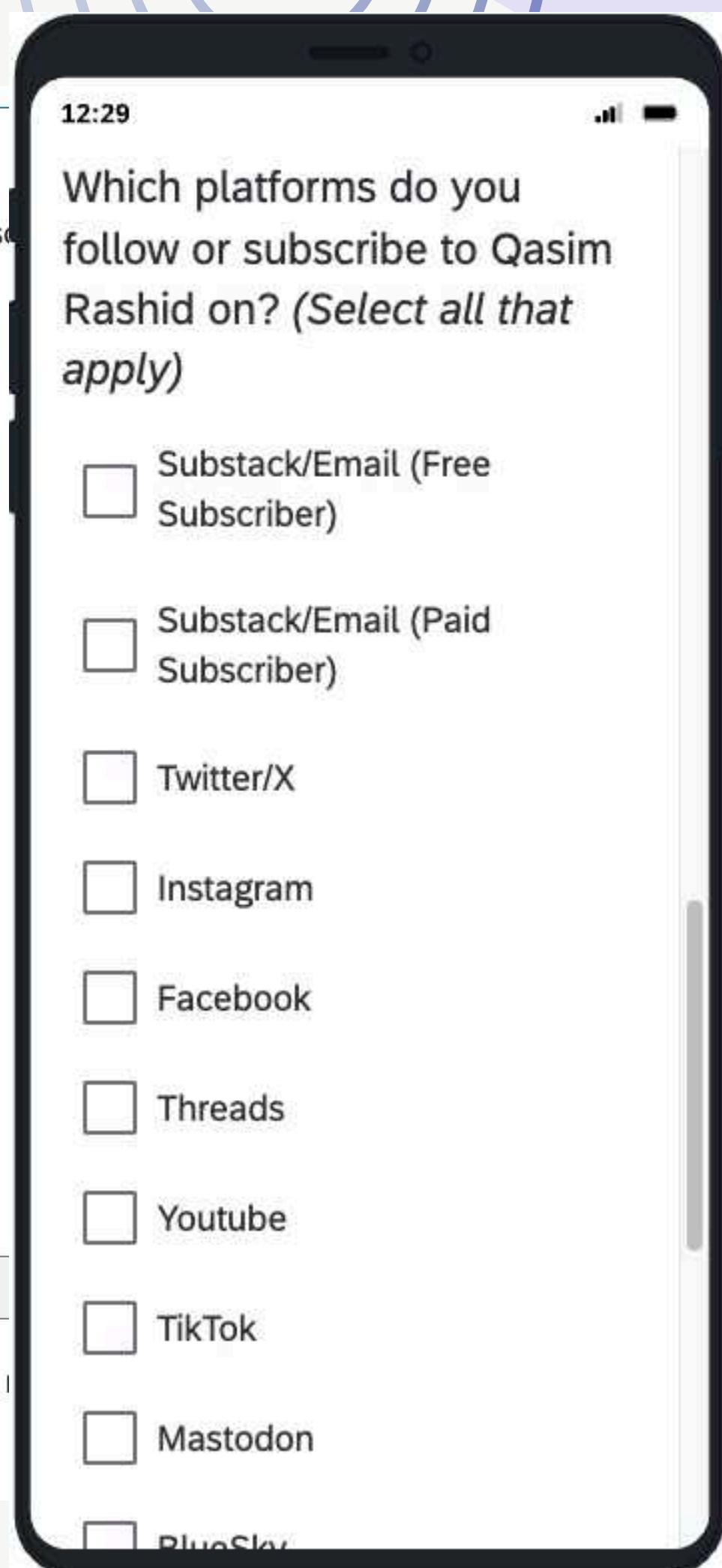
**649
Open Ended
Responses**

evaluated resulting in **41**
identified **pain points** and
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)



Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

The screenshot shows a survey interface for 'Oak & Qasim: Empowering Value-Driven Actions'. At the top, the Oak logo is displayed. Below it, a progress bar indicates '9% Survey Completion'. The main question is: '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)'. The response options are radio buttons with the following labels: '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)', and 'Almost always (Daily or multiple times a day)'.

qualtrics^{XM}

The screenshot shows two posts from the Qualtrics XM social media account. The first post is by James Rankin, dated Mar 6, with the text: 'I liked this survey. The questions were more relevant & easier to answer than most surveys.' It has 1 like and 1 reply. The second post is by Qasim Rashid, Esq., dated Mar 7, with the text: 'Glad to hear that. Thanks for filling out.' It also has 1 like and 1 reply. Both posts include a 'SHARE' button and three dots for more options.

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].

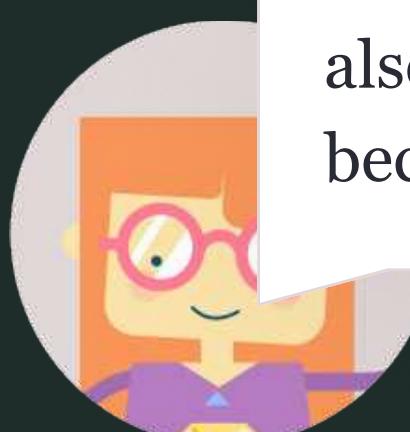
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Audience that is Overwhelmed but Seeking Clarity

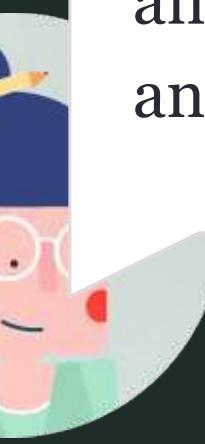
"Most of us would like a focused way we can make a difference/ take action and **information overload isn't it.**"



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



"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."



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



"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."

