

Jeff Fohl

CONTACT

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Physical
Santa Cruz, California

EDUCATION

Rhode Island School of Design
BFA Illustration

Sea Education Association
Oceanography coursework

Connecticut College
Physics coursework

I am a product designer who designs and ships AI-powered systems by working deeply across design and engineering. I have over 30 years of experience and over 10 years of experience in the AI space. My focus is on conversational and agentic experiences built on large language models, where system behavior, interaction design, and technical constraints are inseparable. I am mapping the way forward as we shift into a new paradigm of human-computer interaction from the graphic user interface to conversational and language-based interactions.

TIMELINE

↑

Founder at Lawful Good

[Lawful Good](#) is a secure AI assistant for attorneys to collaborate with AI on legal research and document drafting

- Designed, developed, and launched the Lawful Good application, handling the entire stack from backend to frontend through production deployment.
- Designed the agentic system for Lawful Good using LangChain and LangGraph.
- Architected full-stack application on GCP (Cloud Run, Cloud SQL, Vertex AI) with Python backend, TypeScript/React frontend, PostgreSQL state management, and ChromaDB vector database for semantic search
- Designed and implemented intuitive document understanding and editing interfaces allowing attorneys to work naturally with AI through conversation and collaborative document refinement
- Prioritized security and trust as core product values—all data encrypted in transit and at rest, with clear commitments around attorney-client privilege and model training policies
- Developed a cohort of attorneys to test and validate the application in a pilot program

2025

Principal at Infinite Tape LLC

Infinite Tape is a software and design studio specializing in AI application design and development.

2024

Manager, User Experience Engineering and Design at H2O.ai

H2O.ai is a leading AI cloud company, on a mission to democratize AI. At H2O.ai, I filled multiple roles as a manager, Lead UI Engineer, UX Designer, and UI Designer.

HIGHLIGHTS

- Contributed code and design to many projects and products including *H2O AI Cloud*, *App Store*, *Feature Store*, *Document AI*, *h2oGPT*, *Enterprise h2oGPTe*, and *UI Kit*.
- Managed teams developing multiple products ranging from *H2O AI Cloud*, *Document AI*, *Feature Store*, H2O.ai marketing website, and others.
- Established engineering and design excellence principles across distributed teams through hands-on mentorship, code reviews, and collaborative product development
- Led development of component libraries for internal development to reduce redundancy, and speed UI development across projects.
- Led development of internal design system focusing on interaction design and motion to make complex AI workflows intuitive, learnable, and consistent across multiple H2O.ai products.
- Mentored UI Engineers and Designers to develop a collaborative approach to designing and developing software products.
- Worked with Product and Engineering teams to develop pathways for ideating and defining product visions, defined by clearly designed artifacts that can be easily understood by all stakeholders, from Sales, to Product, to Design, to Engineering.

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2022

UI Engineer / UX Designer at H2O.ai

- Developed multiple AI-powered auditing applications for PwC. Lead UI Engineer and Designer for *Journals.ai*, *GL.ai*, *Fit.ai*, *Controller.ai*, *Cash.ai*, and *Audit.ai*. These tools allow auditors to analyze all data in an audit, rather than statistical samples, leading to greater accuracy and faster audits.
- Designed and built interactive data visualizations for PwC products.
- Designed and built interactive labeling applications for labeling large data sets for supervised learning models.
- Led a team of UI Engineers developing and refining the user interface of the *H2O AI Cloud* platform.
- Led a professional services team that generated over \$30M of revenue, with a 30% profit margin over 5 years.

2016

Principal at fohldesign

Contract design and software development.

- Primary focus was Web application design and development.
- Designed and built front end of *Virgo* retention and privacy compliance software for Information Governance Solutions.
- Jurist for [Numenta's 2015 HTM Challenge](#).

2013

Creative Director at GTxcel

GTxcel offers a suite of products and services to help magazine publishers diversify their revenue streams.

As Creative Director, I was involved in both developing the core product offerings, and led the professional services tied to the products.

- First employee. Helped to build the company from the ground up to a head count of over 100.
- Technical, creative, and team lead of *Rivista* product. *Rivista* allowed magazine publishers to create a single website that will work beautifully on any device, from a mobile phone to a desktop computer, through the use of responsive design techniques.
- Oversaw the design of over 50 custom websites, as well as standardized themes used in the implementation of over 200 magazine websites, managed by our own content management system product.
- Designed and developed all company branding, website, and printed promotional materials.

2005

Principal at fohldesign

Contract design and illustration.

- Clients included Rainfinity, Envive, Taos Mountain, Mondo Media, Meyer Cookware, Intuit, Verio, Sun Microsystems, Seagram, Meyer Cookware, Envive, PlasmaSeal, and Hanuman Medical, Fast Company Magazine, Red Herring Magazine, PC Magazine, Chicago Tribune, Washington Post, Games Business Magazine.
- President of Graphic Artists Guild Northern California Chapter.
- Board President at Intersection for the Arts.

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SKILLS

Having worked as an engineer, designer, leader and manager, I have a broad range of skills and experience that I can bring to bear on the challenges your company faces. As a full-stack engineer and designer, a subset of my skills include:

- Building products around Large Language Models, and traditional ML pipelines
- LangChain and LangGraph for building agentic AI applications
- Typescript, Javascript, Python, Java, Go, PHP
- Web Standards, and the entire Web application stack
- Web frontend frameworks such as React, Angular, and NextJS
- Unit testing, integration testing, and end-to-end testing frameworks such React Testing Framework, Jest, Jasmine, Karma, Playwright, Cypress and Storybook
- Application and API development frameworks such as FastAPI and Spring Boot and Protobuf for data and API definitions
- PostgreSQL, MySQL, ChromaDB
- Data visualization
- Google Cloud Platform
- Docker and containerization
- User interface design
- User experience design
- Illustration, graphic design
- Adobe Creative Cloud, Figma, and Sketch
- Leadership and management