

Jesse Orrico

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Applied AI Product & Innovation Leader

AI Product Strategy | Agentic Systems | Product Experience | Responsible AI | Governed Delivery

PROFESSIONAL SUMMARY

Applied AI product and innovation leader with 25+ years turning ambiguous opportunities into working products and repeatable delivery systems. Recent work spans production risk intelligence, multi-agent delivery systems, field-service operations, and provenance-aware research. Connects product strategy, discovery, requirements, UX/UI, functional prototyping, evaluation, governance, and launch planning. Takes concepts to testable experiences, then partners with engineering and DevSecOps specialists to harden infrastructure, security, scale, and production operations.

CORE SKILLS

AI Product Leadership: AI strategy, use-case selection, discovery, requirements, acceptance criteria, roadmaps, prototyping, validation, launch planning

Agentic Systems: AI agents, multi-agent workflows, prompt and context engineering, semantic routing, Model Context Protocol (MCP), retrieval-augmented generation (RAG), hybrid search, vector search, multi-model workflows, local models, Ollama

Responsible AI: human-in-the-loop systems, provenance, traceability, evaluation, adversarial review, uncertainty controls, monitoring, replay, auditability

Product Experience: information architecture, user journeys, UX/UI, design systems, accessibility, brand strategy, stakeholder research, executive communication

Technical Fluency & AI-Assisted Implementation: Hands-on with HTML, CSS, Tailwind CSS, Supabase, and Git/GitHub; use Claude Code and Codex to build, test, and debug functional product experiences using JavaScript, React, Next.js, TypeScript, PostgreSQL, Python, FastAPI, REST APIs, CI/CD, Vitest, and Playwright

PROFESSIONAL EXPERIENCE

SafeTrek | Remote

Owner & Creator | April 2025-Present

- Created and lead an integrated travel-safety ecosystem spanning pre-trip planning, analyst review, active-trip operations, alerts, communications, and duty-of-care records. Own product vision and direction, IA, UX/UI, brand, application design, marketing, and web front-end development.
- Led the V1-to-V2 product and React web-experience transition. The production V2 web product is used by the SafeTrek team and customers and works with companion mobile apps engineered by EIGHT32 and distributed through the Apple App Store and Google Play.
- Architected and led AI-assisted development of TarvaRI, the production risk-intelligence platform behind the ecosystem. Directed product strategy, IA, UX/UI, functional development, testing, and operations across 40 active-source connectors, 17 categories, and 43 parsers.
- Combined geospatial normalization, event clustering, risk scoring, role-aware access, and governed LLM triage and summaries. Protected confidential source identities and scoring methods while implementing evidence traceability, monitoring, cost visibility, replay, shadow-mode testing, and human review.
- Architected and led AI-assisted development of the production TarvaRI Alert Viewer, a limited customer-facing spatial intelligence product used by custom clients. Designed semantic zoom, filtering, progressive drill-down, mobile/PWA behavior, and accessible paths to alert detail.

Tarva, LLC - a Tirian company | Bullard, Texas / Remote

Principal & LLC Manager | 1999-Present

- Lead a product strategy, experience design, applied AI, and innovation consultancy. Guide engagements from ambiguous opportunities through product requirements, information architecture, UX/UI, functional prototyping, testing, delivery planning, and executive decision-making. Selected clients include Microsoft, Disney, Nike, Adobe, and Providence Health.
- Since November 2024, created an AI-assisted product-delivery ecosystem spanning specialist agents, context systems, MCP tooling, retrieval, evidence capture, product governance, design systems, and validation. Its components are used daily across Tarva and partner-company work.
- Co-created and co-developed Serras with EIGHT32 and Libra Labs. The closed-beta platform is used by three partner firms to connect discovery, product strategy, experience design, engineering, validation, and launch through human decisions, approval gates, durable knowledge, and status and cost visibility.
- Lead Serras product vision, strategic direction, brand strategy, Brand Experience Design methodology, UX/UI, front-end direction, motion and data-visualization concepts, and brand-book development. Collaborate with EIGHT32 on backend engineering and Libra Labs on DevSecOps.
- Architected and led AI-assisted development of AgentGen and the Tarva specialist-agent system, supporting semantic routing, benchmarking, versioning, signing, and lifecycle management across 140+ agent definitions. The system is used daily by three companies.
- Authored or co-developed ten custom MCP implementations and conceived and led development of Skill Resolver MCP, which matches large agent and capability libraries to the work at hand.

- Created a governed system applying 766 curated design principles to product, brand, UX, UI, and implementation guidance.
- Unified seven product repositories through 21 shared packages in Tarva Convergence and built a React UI library with 500+ named exports used across 20+ projects. Led architecture, governance, product direction, IA, UX/UI, brand, design, and AI-assisted development.
- Architected and led AI-assisted development of OnDemand Painters, a beta operations platform for a field-service business. Consolidated seven operating systems into one product spanning 80 application pages, with 1,023 passing tests; partnered with the client owner on product decisions and testing.
- Led IA, UX/UI, brand, and product design for Relevant Compliance, now in V1 production. The MVP was delivered 35% under budget; reported results include increases of 115% in overall sessions, 150% in direct sessions, and 9% in organic traffic.

OPē, LLC | Mobile, Alabama / Remote

Chief Operating Officer | 2023-January 2025

- Led operations, product development, marketing, PMO, hiring and contractors, suppliers, and execution across R&D, manufacturing, compliance, and business stakeholders for a venture-backed nanophotonic encryption company.
- Re-scoped the DUODS roadmap from an estimated 36 months and \$13.5 million to an eight-month, \$8 million plan by restructuring deliverables, software modules, R&D workflows, dependencies, and milestones.
- Co-led investor relations and fundraising for a financing round with a \$10 million target; the round is now oversubscribed. Translated complex nanophotonic and security concepts into product roadmaps, operating plans, and investor and board materials.

SELECTED APPLIED AI RESEARCH

- **Whitepaper Ensemble Factory - Working Method:** Originated the initial concept and helped develop an AI-assisted research and publishing method that reduced complete working cycles from more than two weeks to a few hours through specialist drafting, independent critique, source traceability, synthesis, and human review.
- **Tarva Bible Project / Truth Governance Layer - Alpha:** Architected and led AI-assisted development of a provenance-aware retrieval and governance approach combining visible evidence, uncertainty controls, hybrid semantic and keyword retrieval, permissions, evaluation, correction behavior, withdrawal controls, and human-governed source rules.

EARLIER EXPERIENCE

Multiscale Health Networks

Senior Designer / UX Lead | 2014-2016

- Owned brand management, creative direction, UX/UI, front-end implementation, and a company-wide design system for a venture-backed healthcare technology company; partnered with Providence Health and Swedish Hospital stakeholders on usability, workflows, and compliance.

Sabey Corporation

Senior Digital Art Designer | 2010-2014

- Led UX/UI and digital production across corporate and customer-facing properties and led a five-person design team through a company rebrand and website redevelopment.

Microsoft Corporation, EXG Division

User Interface Designer | 2010

- Designed Windows Phone 7 interface concepts and visualized three confidential mobile, web, and cloud proof-of-concept initiatives under NDA.

Luis Palau Association

Assistant Director & Media Producer | 2004-2005

- Managed production teams and budgets and served as Creative Director for *Livin' It: Unusual Suspects*, an Emmy-nominated Documentary-Current Issues production.

EDUCATION

Bachelor of Science, Digital Art & Design | Full Sail University | 2009

GPA: 3.87