

Jesse Orrico

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Product Design / UX / Brand Experience Leader

Hands-on product design and brand-experience leader with 25+ years turning complex technical and operational systems into coherent digital products. Connects product strategy, brand systems, user workflows, and working interfaces from discovery and information architecture through interaction design, visual systems, functional front ends, validation, and executive communication.

Recent work spans production travel-safety and risk-intelligence products, a closed-beta delivery platform, operational design intelligence, shared interface systems, compliance, and field-service operations. Uses AI-assisted workflows to strengthen research, exploration, prototyping, and validation while keeping product judgment and human decisions central. Partners with engineering and DevSecOps specialists on implementation, security, scale, and production hardening.

CORE EXPERTISE

Product Design Leadership | UX Strategy | Information Architecture | Interaction Design | Brand Experience | Design Systems | Product Strategy | User Research | Prototyping | Accessibility | Data Visualization | Front-End Direction | AI-Assisted Design | Executive Communication | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

SafeTrek | Remote

Owner & Creator | April 2025-Present

- Created and lead an integrated travel-safety ecosystem connecting pre-trip planning, analyst review, traveler communication, and active-trip operations for administrators, safety analysts, trip leaders, travelers, and guardians.
- Directed product vision, positioning, information architecture, UX/UI, brand, application design, marketing experience, and web front-end development, mapping connected workflows across trip creation, schedules, documents, medical information, safety packets, alerts, check-ins, musters, communications, and duty-of-care records.
- Led the V1-to-V2 product and React web-experience transformation. The V2 web product is in production and used by the SafeTrek team and customers; companion mobile apps were engineered by EIGHT32 and are 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, translating a complex intelligence pipeline into role-aware triage, monitoring, risk-summary, and alert experiences while protecting confidential sources and scoring methods.
- Architected and led AI-assisted development of the production TarvaRI Alert Viewer, a limited customer-facing spatial product with semantic zoom, live filtering, progressive drill-down, and responsive desktop, mobile, and PWA behavior for custom clients.

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

Principal & LLC Manager | 1999-Present

- Lead a product strategy, experience design, brand, applied AI, and innovation consultancy. Guide engagements from ambiguous opportunities through product requirements, information architecture, UX/UI, brand systems, functional front-end implementation, validation, delivery planning, and executive decision-making. Selected clients include Microsoft, Disney, Nike, Adobe, McDonald's, Walgreens, and Providence Health.
- Co-created Serras with EIGHT32 and Libra Labs, leading Tarva's product vision, strategic direction, brand, Brand Experience Design methodology, UX/UI, front-end direction, presentations, motion concepts, and data visualization. The integrated delivery platform is in closed beta and used by the three partner firms.
- Created a Brand Experience Design system grounded in 766 curated design principles, connecting research, strategic principles, competing creative directions, human decisions, design rules, and implementation evidence; led product, UX, design, and prototype direction for Serras Podium, a future client-facing project visibility concept.
- Architected and led AI-assisted development of a shared React design system with 500+ named component, subcomponent, chart, layout, and pattern exports used across 20+ internal and external projects, preserving product and brand intent through reusable tokens, interface patterns, and governance.
- Led IA, UX/UI, brand, and product design for Relevant Compliance, now in full 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.
- Architected and led AI-assisted development of a beta operations platform for OnDemand Painters, directing IA, UX/UI, brand, and product design while consolidating seven separate systems into one experience spanning estimating, scheduling, field production, subcontractors, customer workflows, payments, analytics, and offline support. Partnered with the client owner on product decisions and testing.

OPē, LLC | Mobile, Alabama / Remote
Chief Operating Officer | 2023-January 2025

- Led operations, product development, marketing, PMO, hiring and contractor relationships, supplier coordination, and execution across R&D, manufacturing, compliance, and business stakeholders.
- Translated nanophotonic encryption concepts into product narratives, roadmaps, operating plans, investor materials, and coordinated execution; re-scoped the DUODS roadmap from an estimated 36 months and \$13.5 million to eight months and \$8 million.
- Co-led investor relations and fundraising for a financing round with a \$10 million target; the round is now oversubscribed. Aligned technical specialists, suppliers, contractors, investors, and nontechnical stakeholders around practical milestones.

Multiscale Health Networks | Seattle, Washington
Senior Designer / UX Lead | 2014-2016

- Owned brand management, creative direction, UX/UI, visualization, and front-end implementation for B2B and B2C healthcare applications, translating clinical, operational, and business requirements into product flows and interactive concepts.
- Created the company's brand guidelines, pattern library, and design system; collaborated with physicians, product teams, Providence Health, and Swedish Hospital stakeholders to validate usability, workflows, and compliance needs.

Sabey Corporation | Seattle, Washington
Senior Digital Art Designer | 2010-2014

- Led UX/UI, concept development, and digital production across corporate websites, customer portals, and related ventures, connecting brand storytelling with digital product execution.
- Led a five-person design team through a full rebrand and redevelopment of customer-facing experiences while directing internal and external web, video, photography, and 3D production.

Microsoft Corporation, EXG Division | Redmond, Washington
User Interface Designer | 2010

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

Luis Palau Association | Hillsboro, Oregon
Assistant Director & Media Producer | 2004-2005

- Managed production teams and budgets and served as Creative Director for *Living It: Unusual Suspects*, an Emmy-nominated Documentary-Current Issues production; the broader production and campaign received a Bronze Telly Award and National Religious Broadcasters honors.

TOOLS & METHODS

Design and research: Figma, Sketch, Miro, Adobe Creative Suite, user research, journey mapping, usability testing, responsive design, accessibility, semantic tokens, and component libraries

Front-end & AI-assisted implementation: Hands-on with HTML, CSS, Tailwind CSS, Supabase, and Git/GitHub; use Claude Code and Codex to build, test, and debug product interfaces using JavaScript, React, Next.js, TypeScript, PostgreSQL, Vitest, and Playwright

AI-assisted design: ChatGPT, AI image tools, agentic workflows, prompt and context design, evaluation, provenance, and human approval gates

Leadership and delivery: Agile/Scrum, Jira, roadmaps, budgets, PMO design, vendor management, and workshop facilitation

EDUCATION

Bachelor of Science, Digital Art & Design | Full Sail University | 2009
GPA: 3.87