

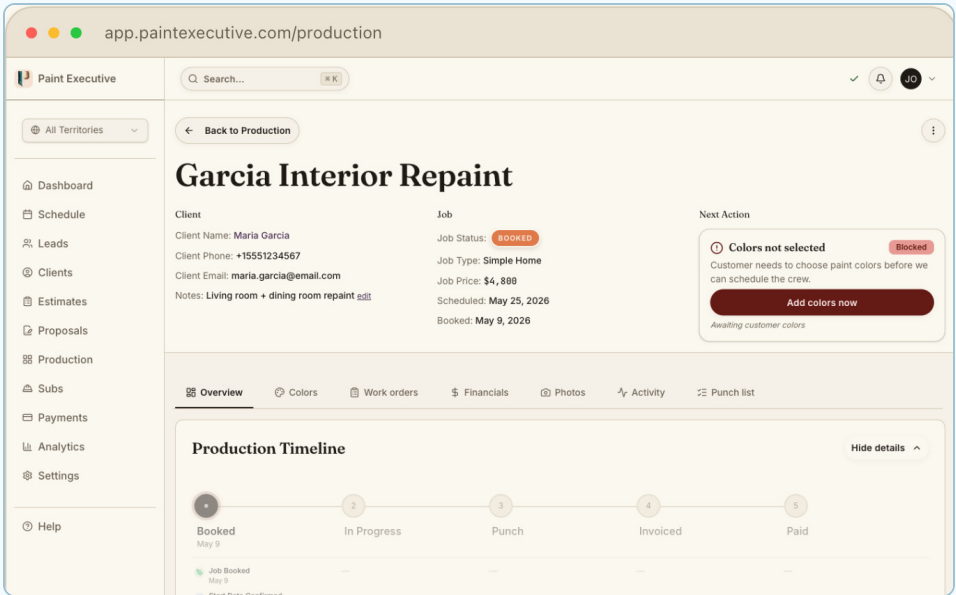
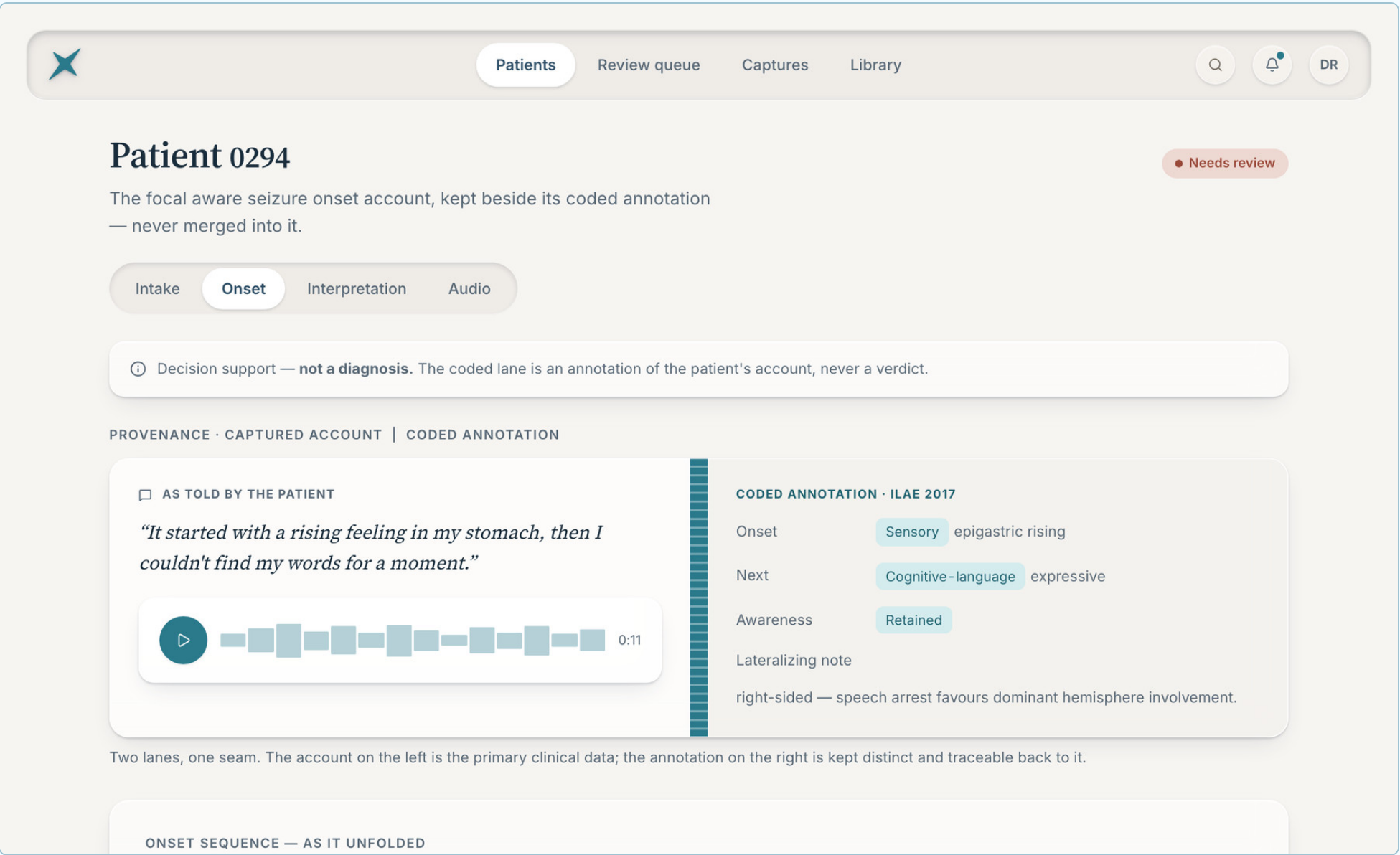


SELECTED WORK • 2024 - 2026

Jesse Orrico

Product design, brand, and systems: six products taken from an ambiguous brief to something people can use.

Selected work • September 2026
jesseorrico.com • linkedin.com/in/jesse-orrico
Texas • Remote





HOW I WORK

I take complex products from ambiguity to functional use.

For 25 years I have worked across product strategy, experience design, brand, and delivery, and I do the work myself. I lead discovery with the people who own the problem, structure the product, design the interface, and take it to a working prototype. Specialist engineering partners harden it for production.

Since late 2024 I have also architected and led AI-assisted development on production products. It changed my speed and depth, not my role: the product decisions, the experience, and the visual craft stay mine.

TOOLS	Figma , HTML, CSS, Tailwind; Claude Code and Codex for prototyping and implementation
METHOD	Brand Experience Design (BXD): brand strategy connected to product experience, shipped as live tokens
BASED	Texas · Remote

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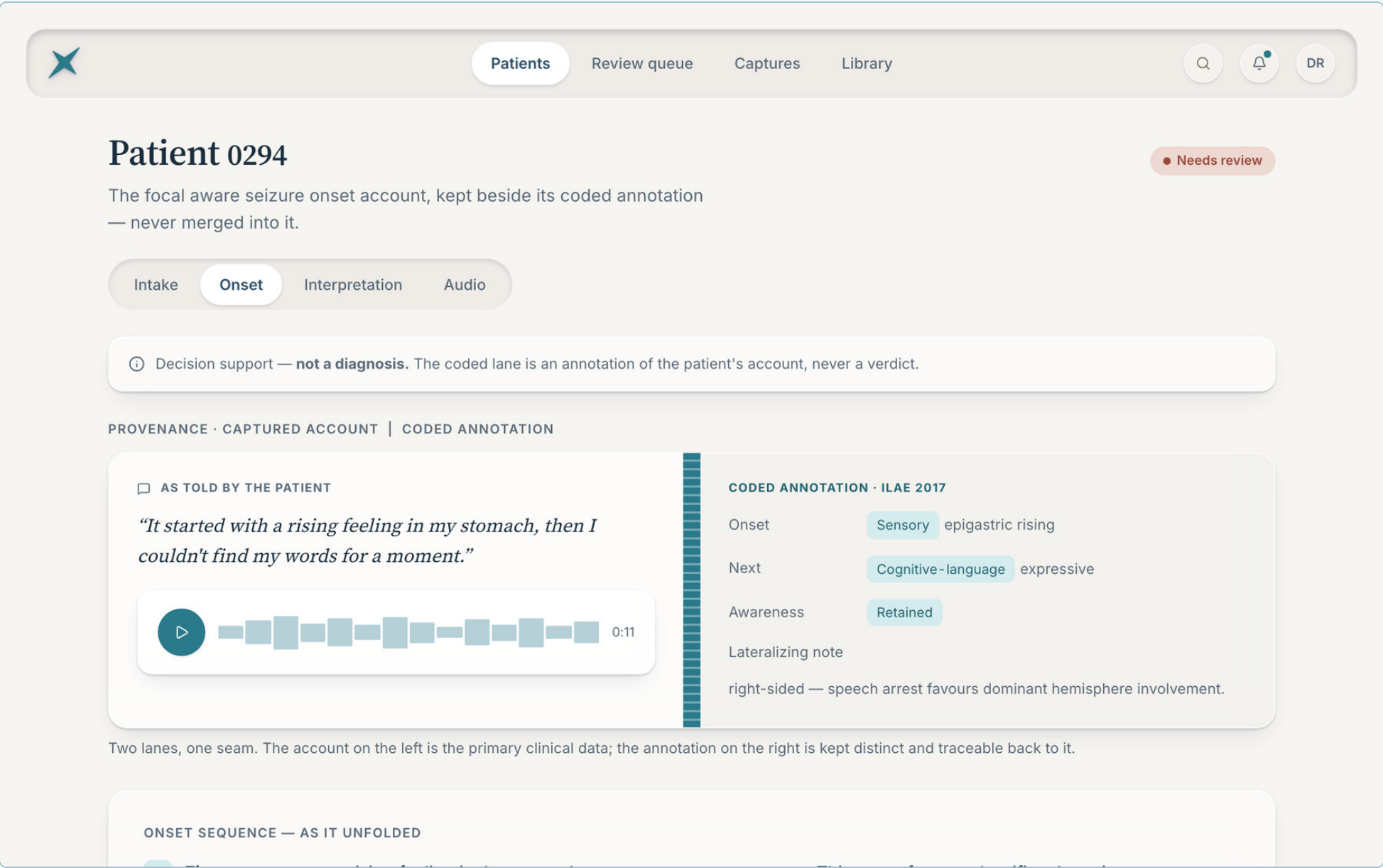
Thirty projects and the full brand books are on jesseorrico.com. Where a client name or number is withheld, it is by agreement with that client.



The first symptom in the patient’s own words, captured before it fades.

A non-diagnostic clinical research platform that captures a focal aware seizure onset close to the event and presents it to clinicians as decision support beside a separate, clearly marked ILAE-2017 annotation.

CLIENT	Tarva · research product
YEAR	2026
STATUS	Prototype · 78-screen click-through design, pushed to Figma
MY ROLE	Product framing, information architecture, UX/UI, the Reading Room design system on @tarva/ui, and direction of the delivery pipeline
SCALE	6 roles · 4 device classes · 76 requirements · 78 screens

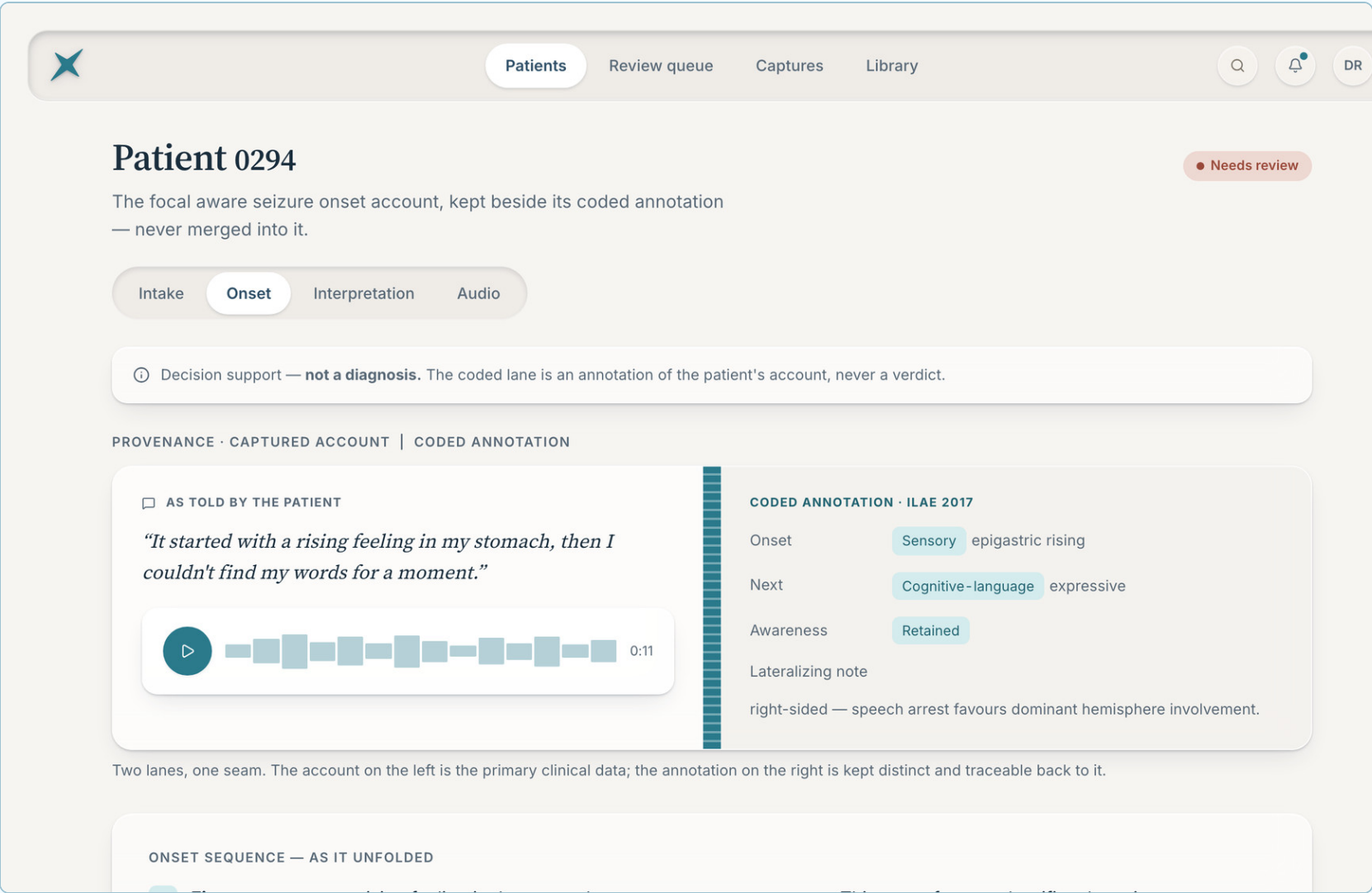


Clinician view. The patient’s account on the left is the primary clinical data; the coded annotation on the right stays distinct and traceable back to it.

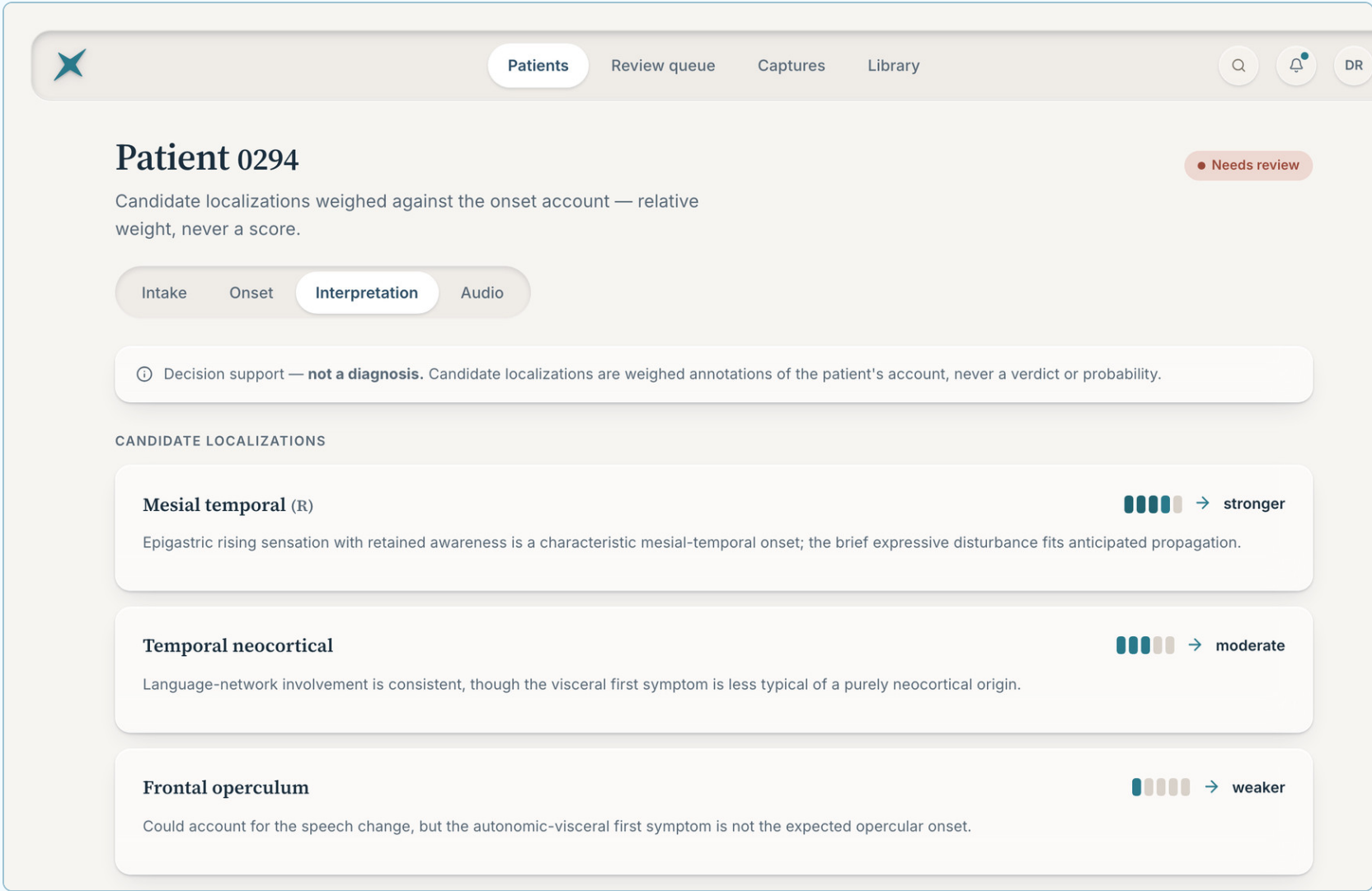
Two lanes, joined by a visible seam, never fused.

In a focal aware seizure the patient stays aware, so the patient is the primary instrument. Yet the account is usually taken weeks later, as free text in a ten-minute clinic slot, and the order of symptoms that carries the diagnostic signal is lost. Structured forms fix this badly: they sort the account into clinical categories before anyone has heard it.

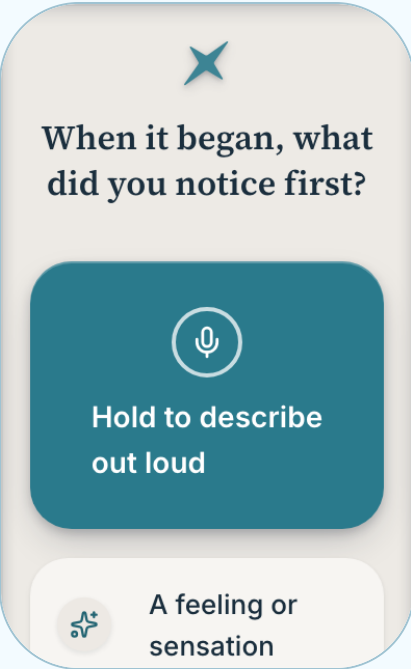
The design keeps the verbatim account and the ILAE-2017 annotation in two lanes with a seam between them. Confidence is shown as weight and direction. The clinician reads the sequence as it unfolded, then sees candidate localizations weighed against it.



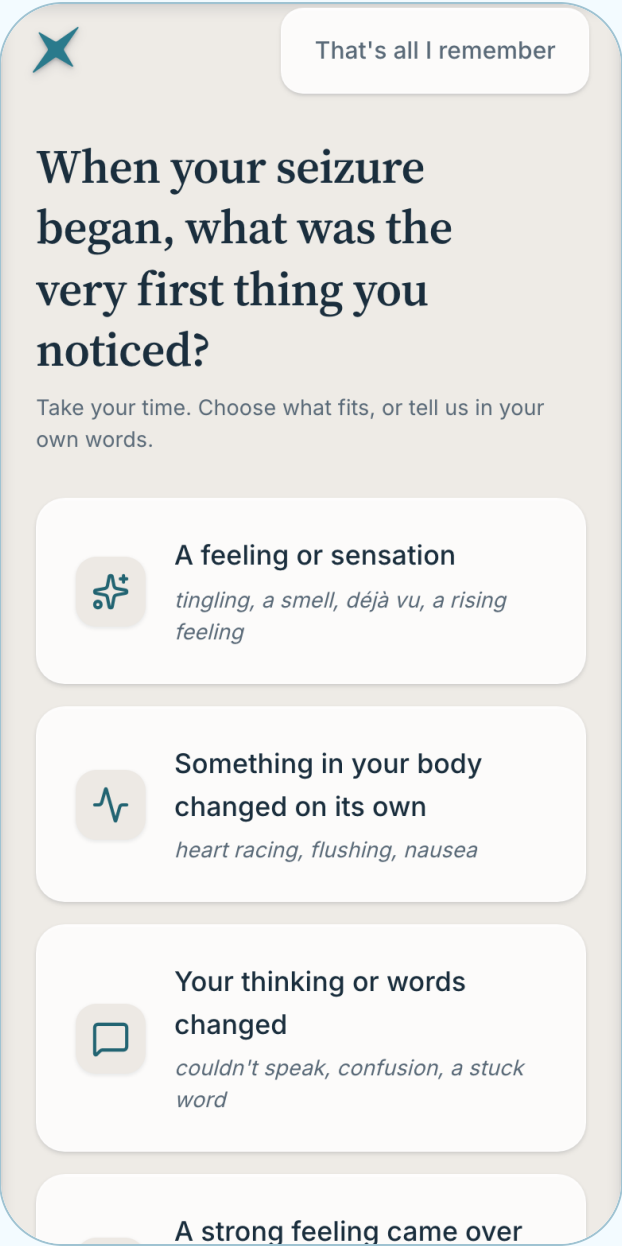
Onset. The account, its audio, and the annotation side by side.



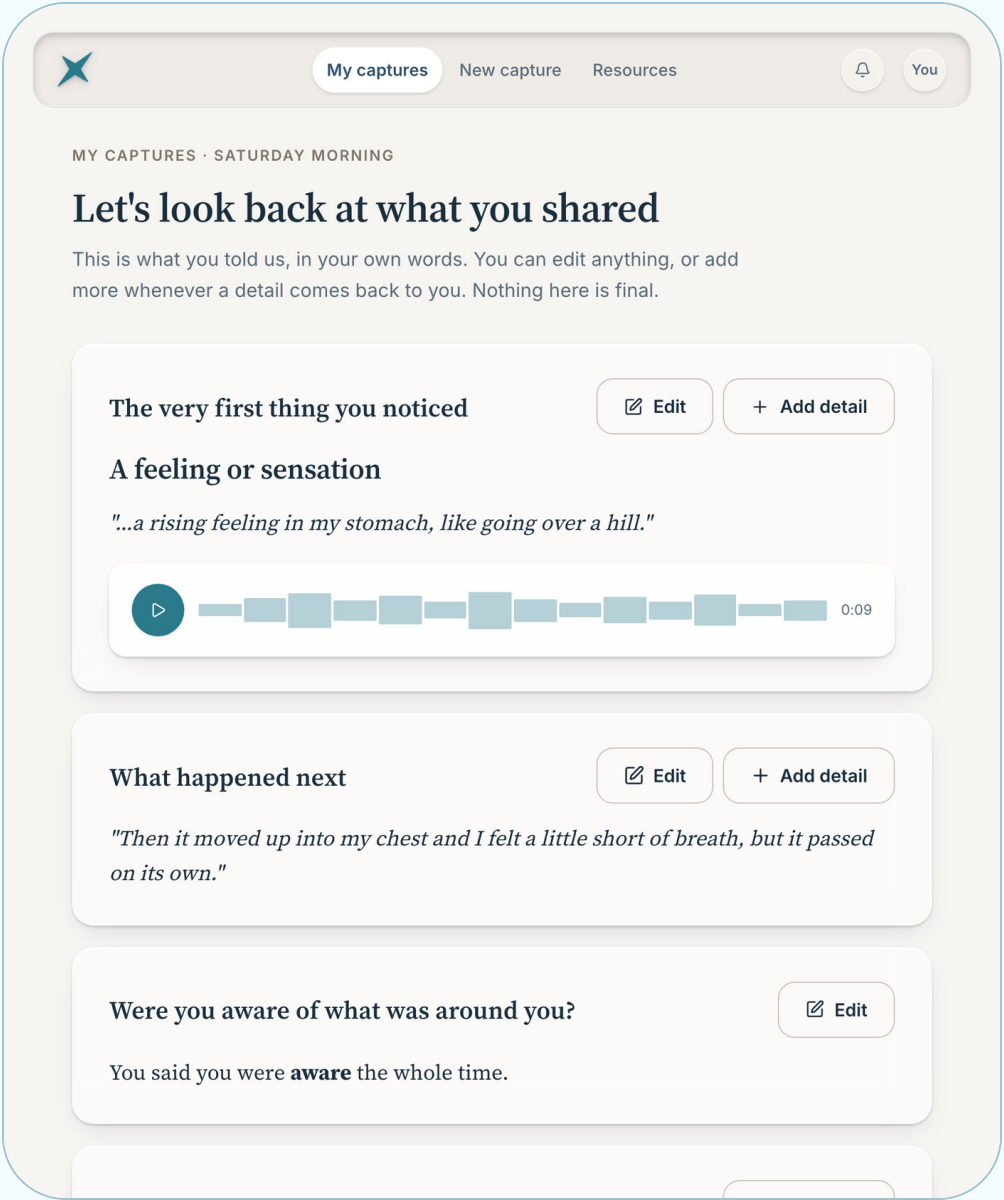
Interpretation. Candidate localizations as weighted annotations of the account.



Watch. One question, hold to speak.



Phone. Choose what fits, or say it.



Tablet. Look back at what you said.

PATIENT

The patient is the primary instrument.

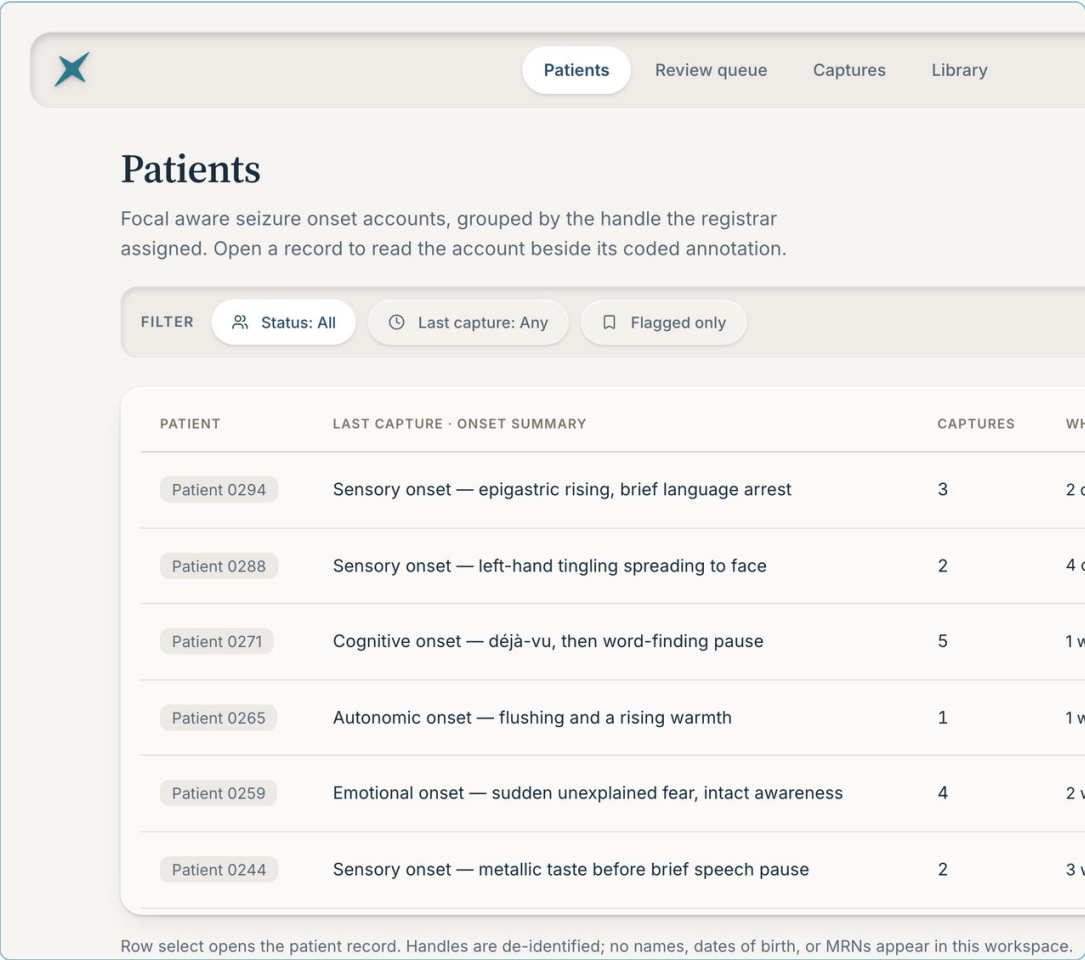
Capture starts on the watch or the phone, minutes after the event: one question, hold to describe out loud, or choose what fits. Stopping early is a normal ending.

Afterwards the patient can look back at everything they said, in their own words, and add a detail when it returns. Nothing is scored.

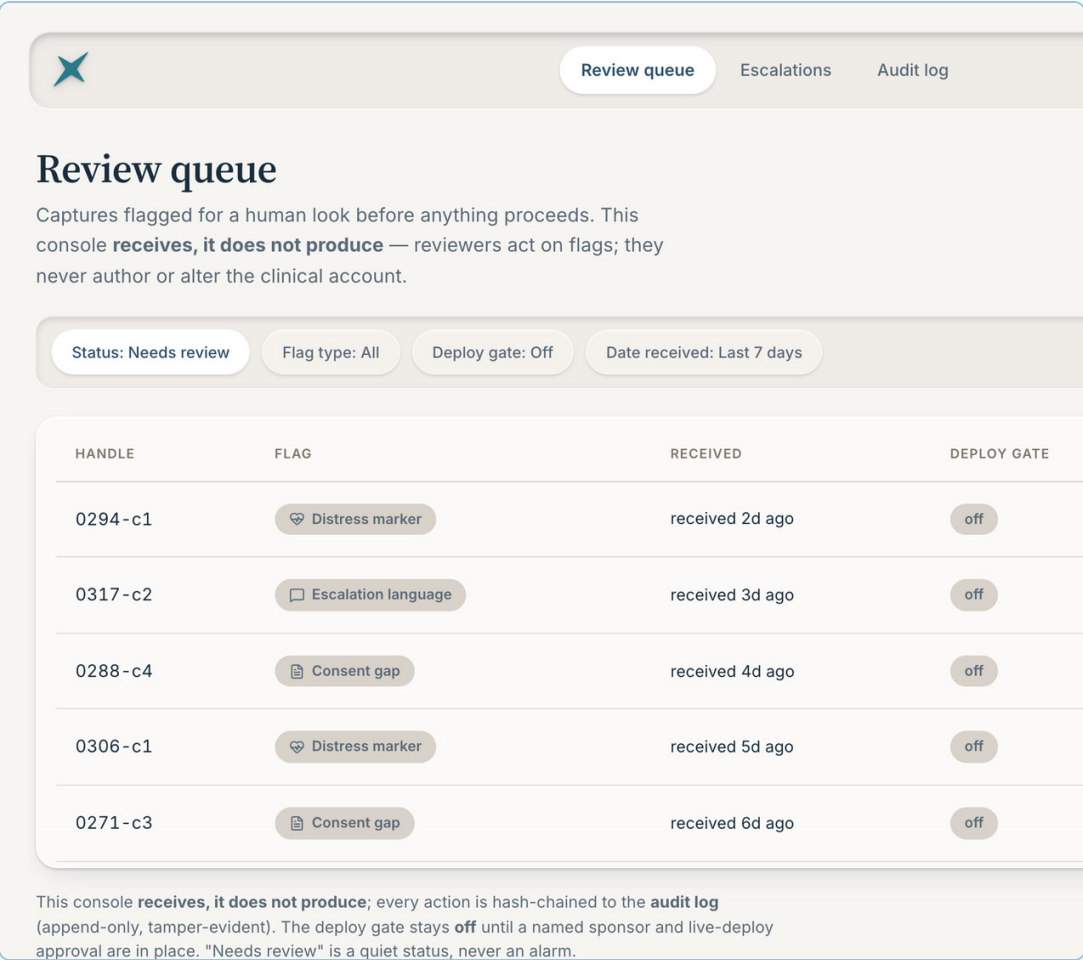
Roles designed: patient, clinician, registrar, safety reviewer, researcher, administrator. Devices: watch, phone, tablet, desktop.

Decision support, never a diagnosis.

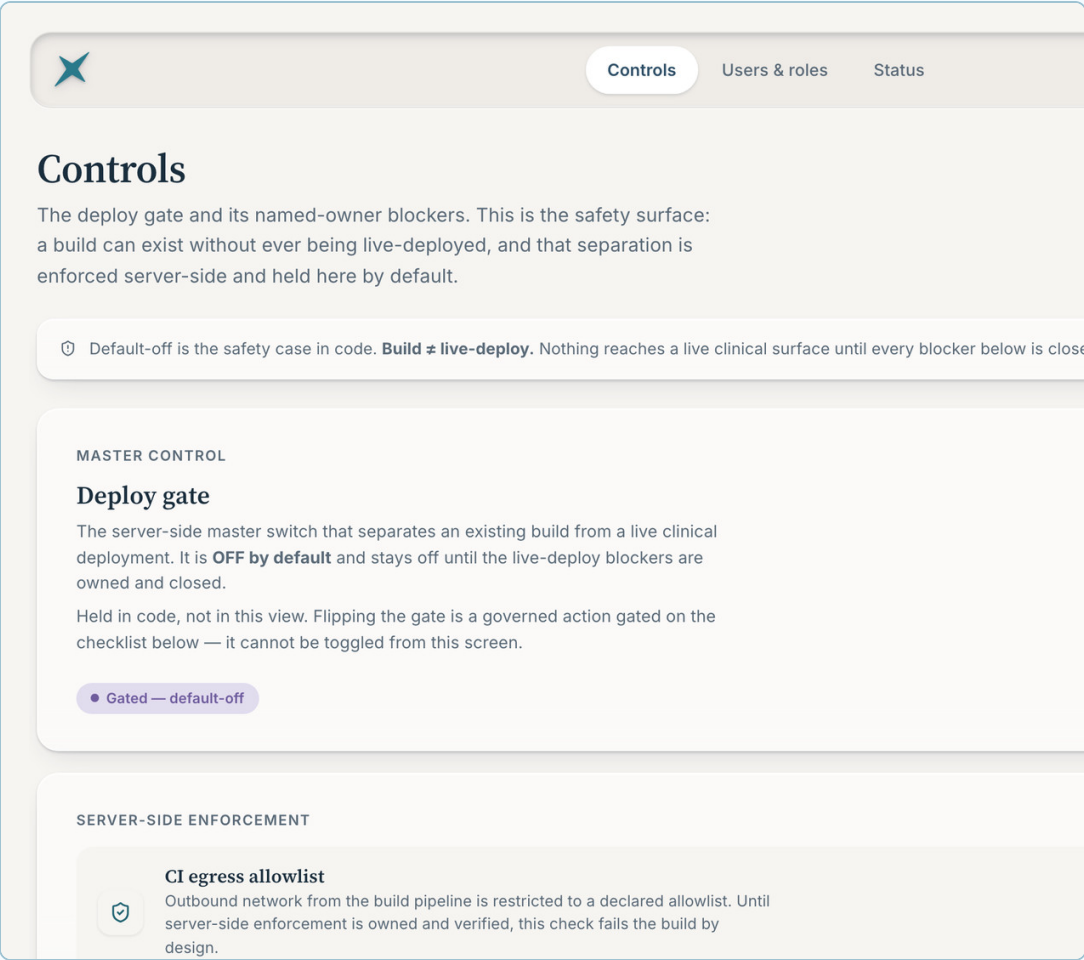
Clinicians open a patient from a list grouped by onset handle and read the account beside its annotation. A safety reviewer sees every flagged capture before anything proceeds. Administrators hold the deploy gate: off by default, and it stays off until a named owner turns it on.



Patients. Onset accounts grouped by handle; the record opens to the account.



Safety review. Flags, not alarms. Every capture gets a human look.



Controls. The deploy gate and server-side enforcement, held by a named owner.

Run through **Serras**, the governed delivery pipeline, from discovery to design: a discovery council of 17 simulated stakeholder perspectives, a 76-requirement product definition in seven phases, and four concept directions. The 78 screens run on the Reading Room system: Source Serif 4, Inter, IBM Plex Mono, and a provenance-seam teal.

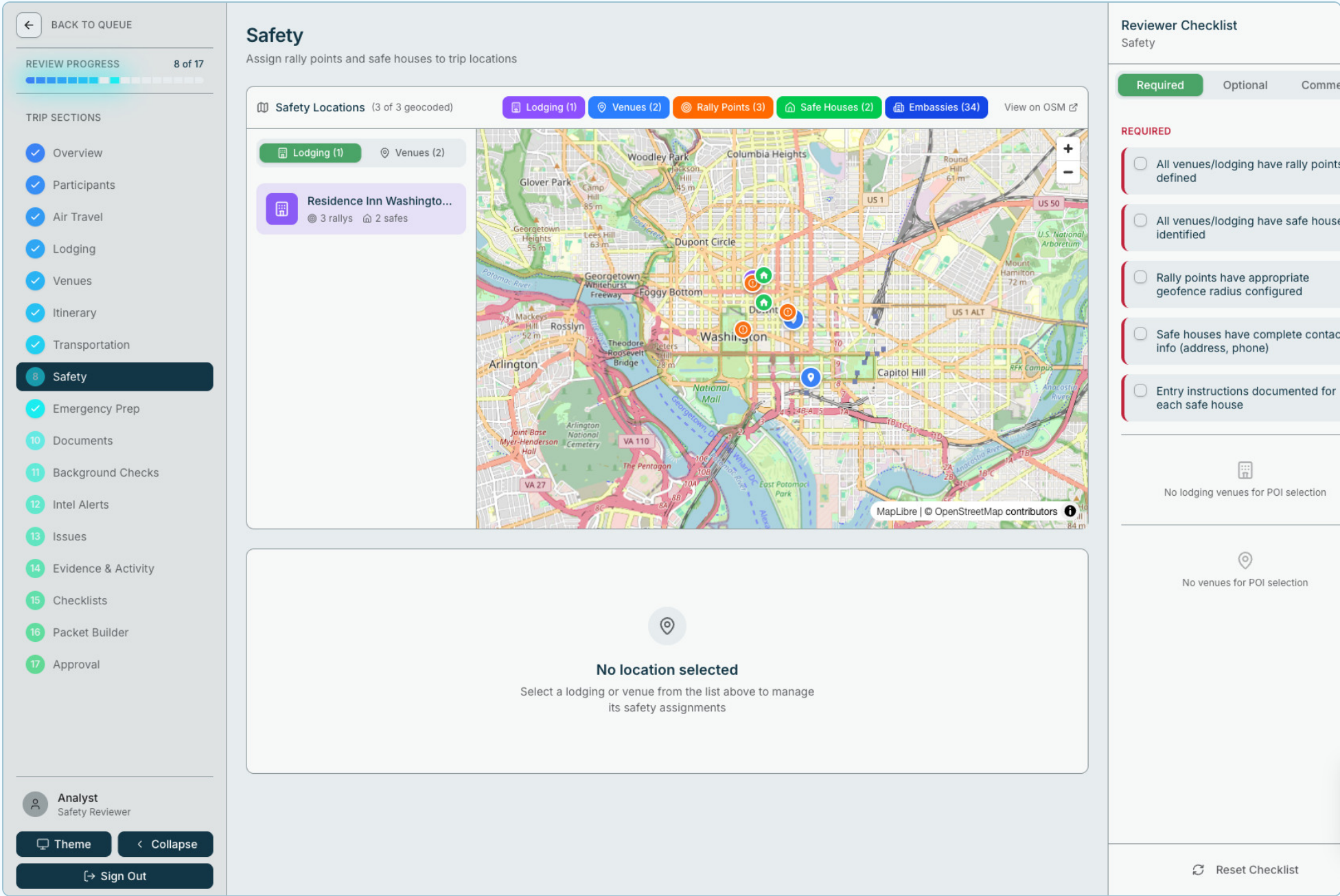
The discovery perspectives are staged for validation with clinicians. Nothing here is clinical evidence, and the product is decision support only.



Trip safety for whole organizations, in one production platform.

A client portal for organization administrators, an analyst portal where trained safety analysts review every trip, and an HQ console for SafeTrek staff, with companion iOS and Android apps.

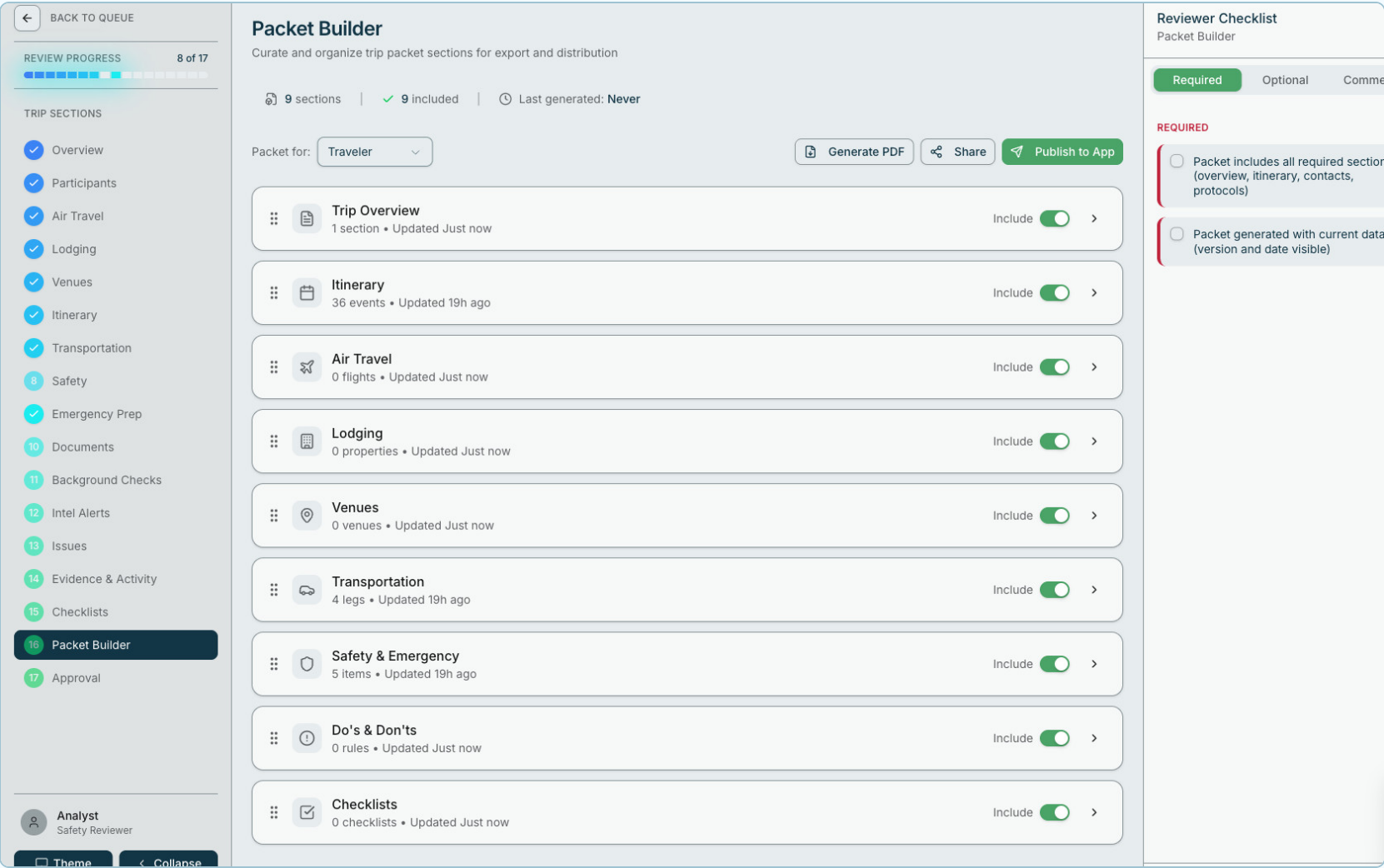
CLIENT	SafeTrek · I created and own it
YEARS	2025 – 2026
STATUS	Production · used by the team and customers · companion iOS and Android apps
MY ROLE	Product direction, information architecture, UX/UI, brand, and the V2 web front end. EIGHT32 engineered the mobile apps and leads core-service and backend engineering
SCALE	3 portals · 131 routed pages · analyst review, packets, alerts, check-ins, and duty-of-care records



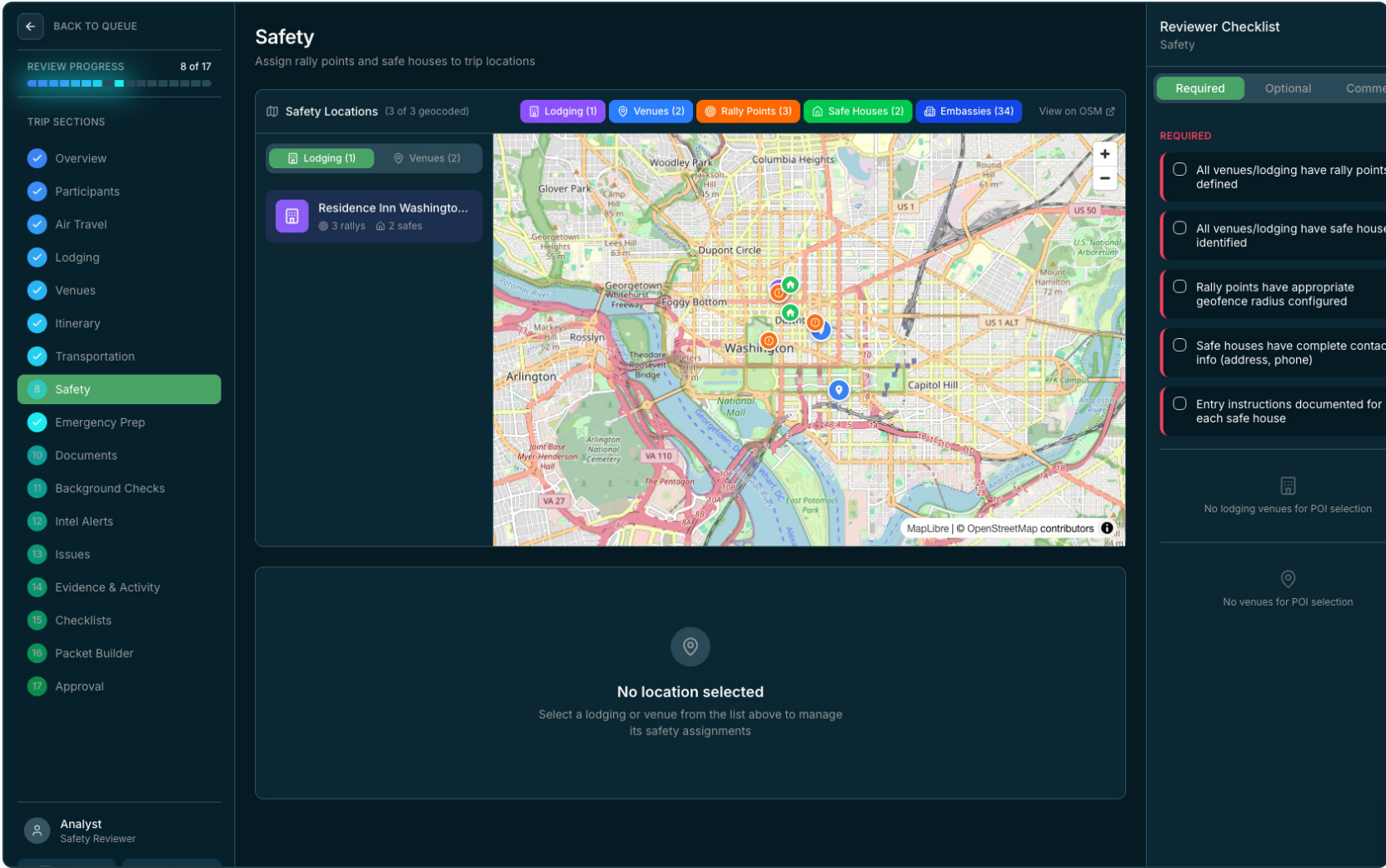
Analyst portal, the Safety section of a trip review. Rally points, safe houses, and embassies assigned on the map, with the reviewer checklist alongside.

Trained analysts review every trip. The workflow gives them room to do it well.

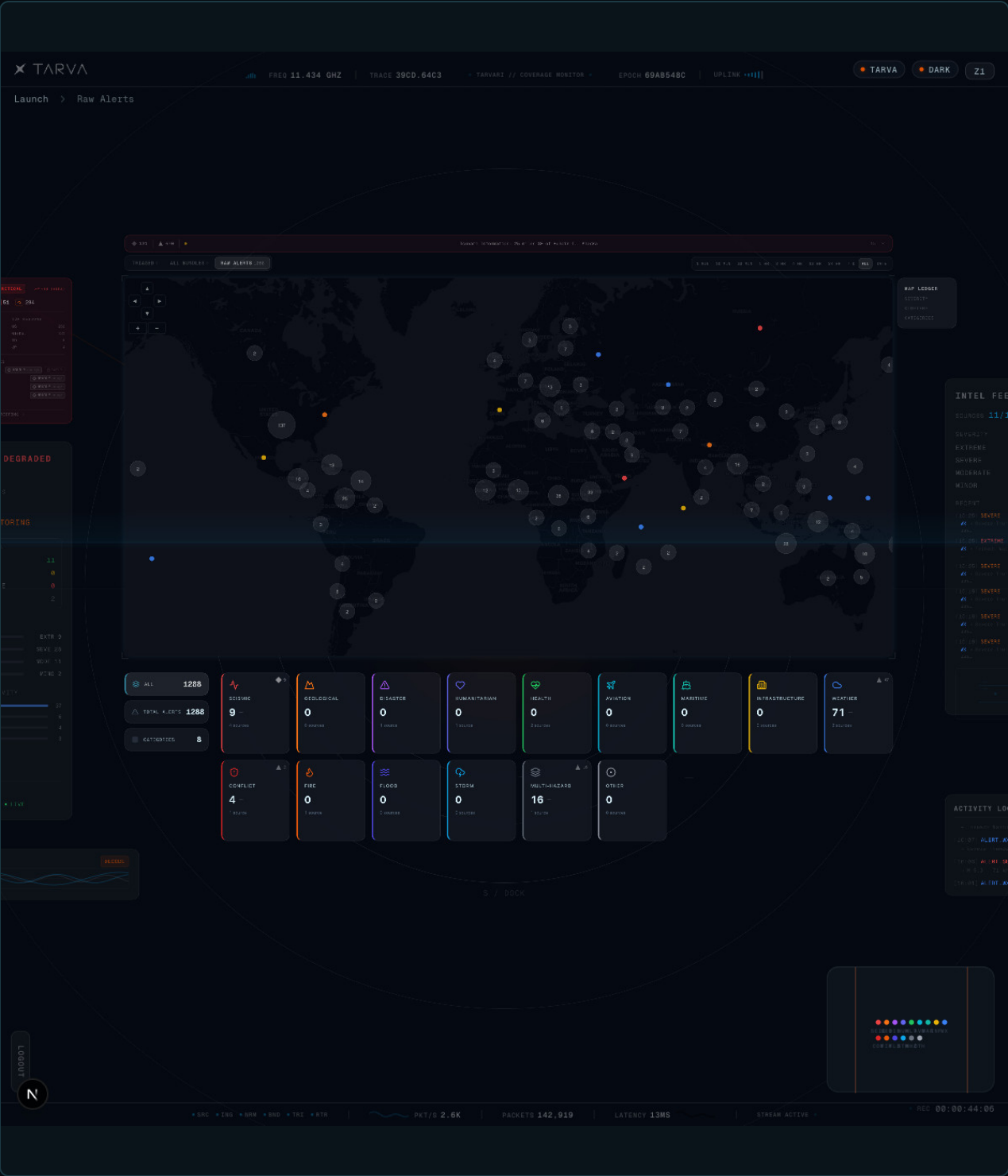
Organizations that move groups of people — school trips, church groups, teams, corporate travel — planned safety in spreadsheets, email threads, and binders. V2 rebuilt the product on React and put preparation, analyst review, schedules, documents, check-ins and musters, alerts, location awareness, packet generation, and duty-of-care records in one connected experience.



Packet builder. Nine sections curated per audience and published to the traveler app as a PDF.



Dark scheme. The same review, rendered from the same tokens.



A map you can zoom from world to alert.

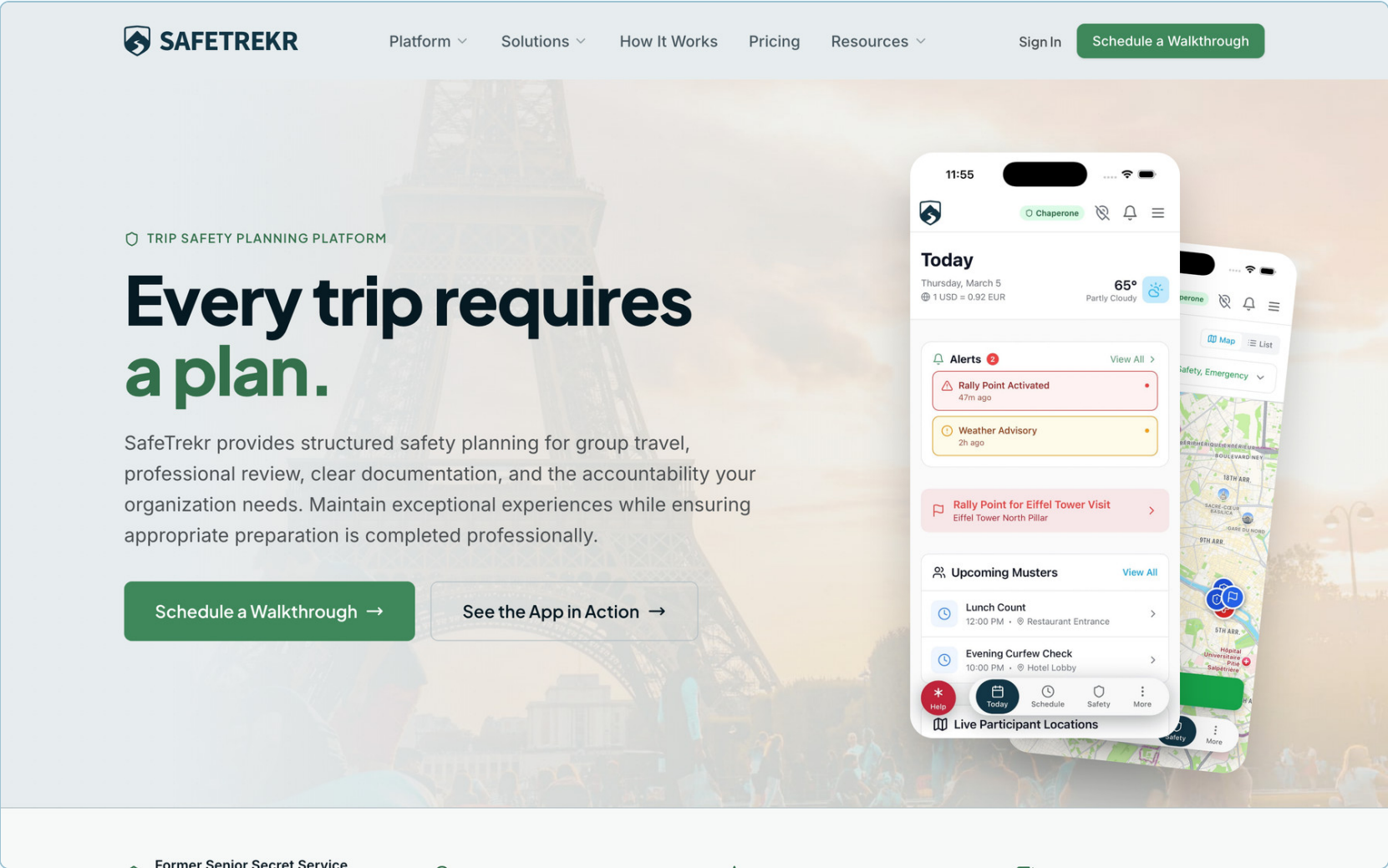
Risk data is spatial and layered; tables flatten it. The Alert Viewer is one pannable, zoomable canvas. At far zoom, the world and its category constellations; zoom in and cards, live metrics, and clustered severity-colored markers resolve, so a customer can move from what is happening in the world to this alert near this trip without losing orientation, on any screen.

I built the zoom engine: four semantic levels with hysteresis, spring fly-to, three view modes, URL-synced filters for deep linking, a command palette, live polling, and the accessibility work. It is deployed and used by custom clients.

4 semantic zoom levels • 15 intel categories • 3 view modes • desktop, mobile, PWA

My role: architecture, information architecture, UX/UI, brand, and development, AI-assisted; sole contributor in the repository history. Alert text on the phone is redacted.

The site, the portals, and the apps run on the same system.



safetrekr.com. The public case for reviewing every trip.

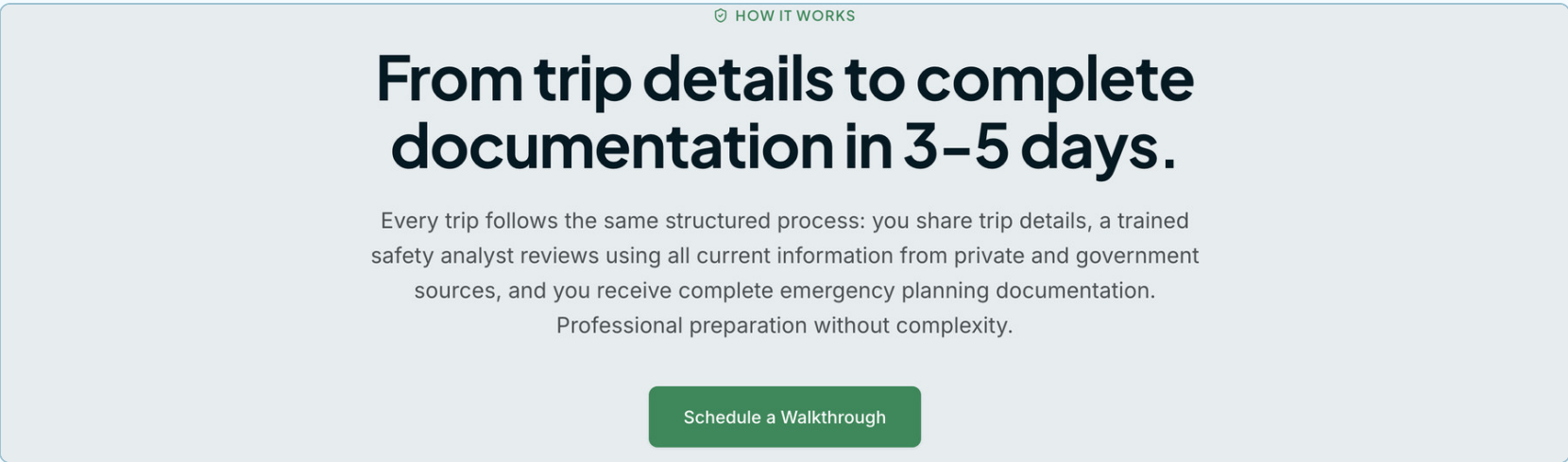
The public site carries positioning, how it works, solution verticals, and pricing calculators, on the same component library and zoom engine as the product. The portals ship light and dark from one token set. I led positioning, content, information architecture, design, imagery, calculators, and development of the site; EIGHT32 built the companion apps.

Field trip planning that supports educational excellence.

Your teachers already care about student safety. SafeTrek gives them a professional framework that turns good intentions into documented preparation -- without adding hours to their planning process. Every trip professionally reviewed. Every destination assessed.



Solutions by vertical. K-12, churches, higher education, corporate.



How it works. Trip details in, professional review, complete documentation out.



Seven systems consolidated into one field-service product.

One product for a whole painting business: lead conversion, estimating, proposals with e-signatures and deposits, scheduling, a production Kanban, field work orders, subcontractors, change orders, invoices, payments, and analytics.

CLIENT	OnDemand Painters · co-developed; the first operating customer
YEARS	2025 – 2026
STATUS	Beta · one operating customer
MY ROLE	Information architecture, UX/UI, brand, and design; I architected and led the AI-assisted development. Chris, the owner, partnered on product decisions and testing
SCALE	80 pages · offline-first PWA · subcontractor portal · Stripe Connect payments



Features Pricing About

Book a Demo

Start Free Trial

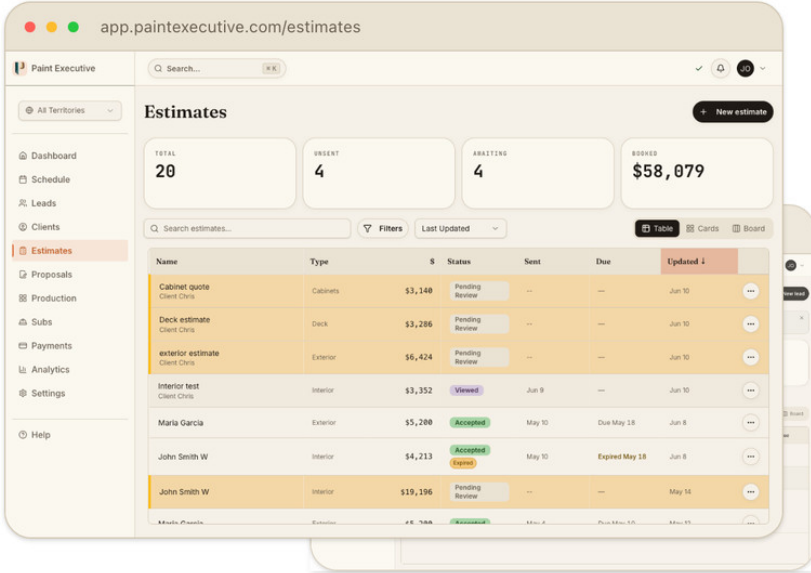
THE PAINTING OPERATIONS PLATFORM

Run your painting business from one calm system.

From the first lead to the final invoice — every tool your painting company needs, in one place.

Start Free Trial

Book a Demo



INTEGRATES WITH THE TOOLS YOU ALREADY USE

Stripe QuickBooks Sherwin-Williams

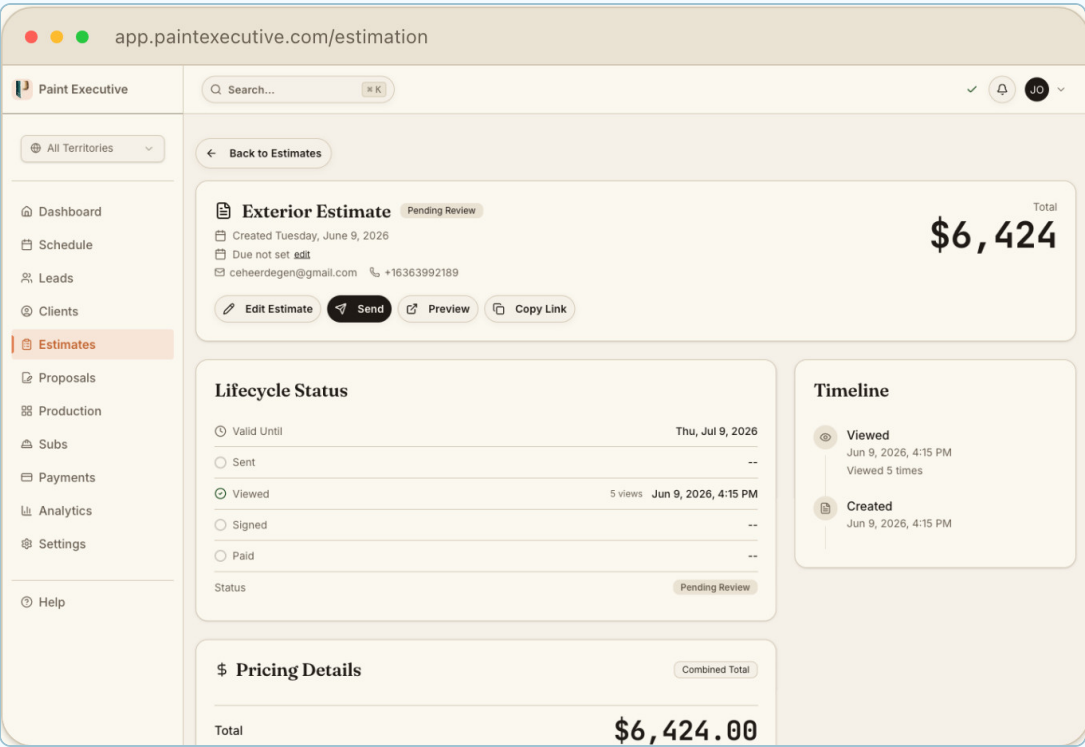
paintexecutive.com. The public face, on the same brand and component library as the product.

Estimating in the driveway, and one board for every job.

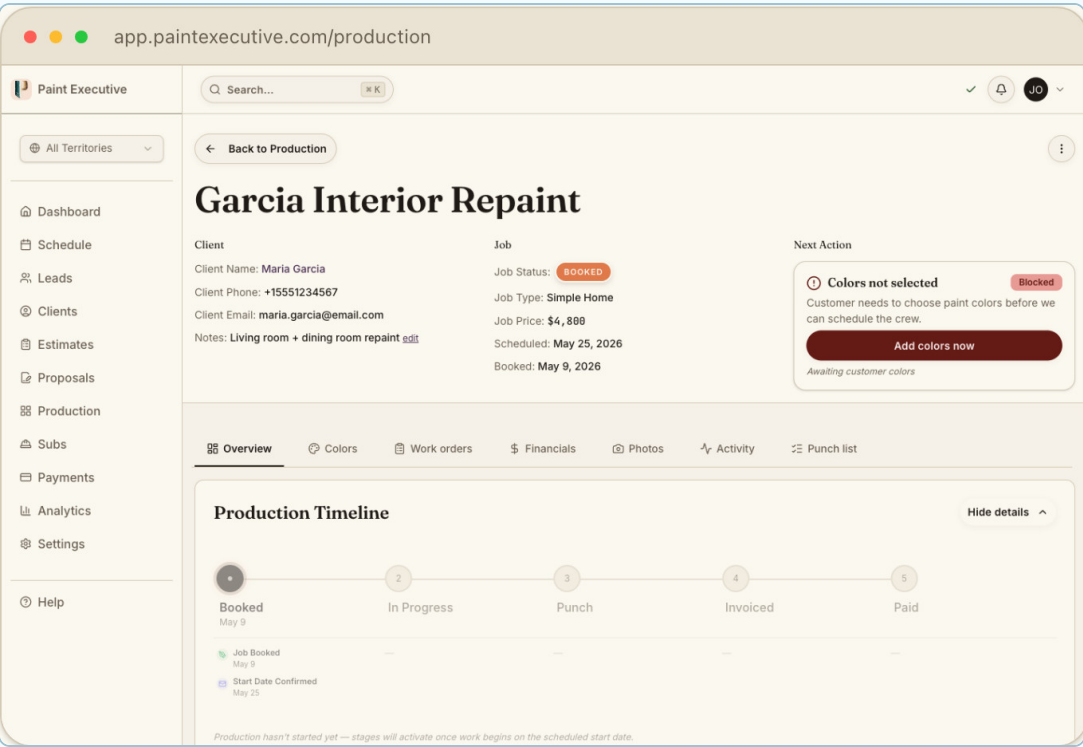
The business ran on seven systems — estimating, proposals, scheduling, field production, subcontractors, payments, and customer communication — each somewhere else, with hand-offs that lost information and time. The product now carries all of it, works offline in the field, and gives customers a portal with no login: proposals, color selection, live job status, and secure payment.

“Relationally, he is head and shoulders above anyone I have encountered in his field. His ability to understand and empathize with everything from clients through the full stack of development is astonishing. The products he has overseen are not only effective, but extraordinarily efficient and elegant.”

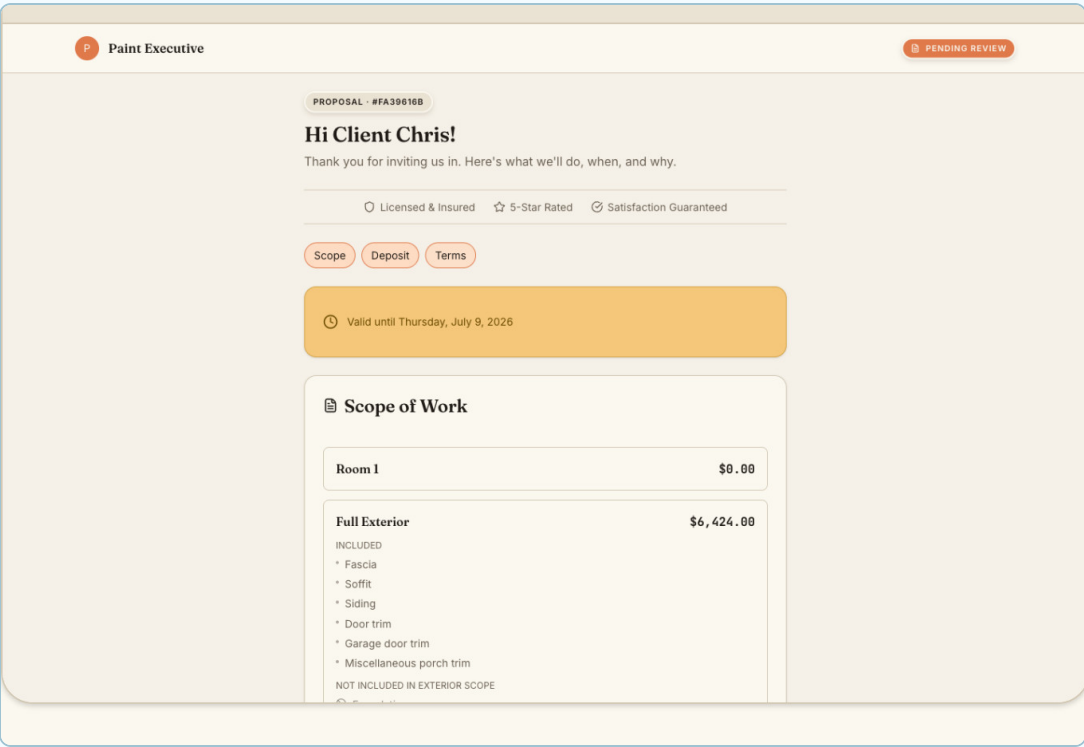
Chris Heerdegen · Owner, OnDemand Painters



Estimate. Lifecycle status, timeline, and pricing on one record.



Production. The job record with its production timeline.



Customer portal. Scope of work, deposit, and terms, with no account to create.

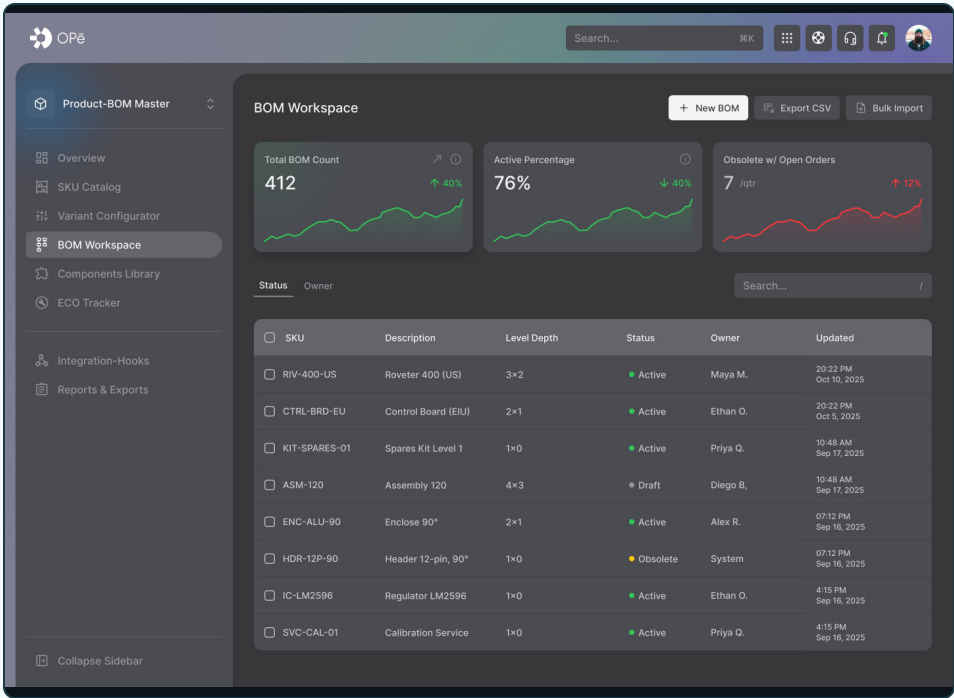
Product screens as presented on paintexecutive.com. The product itself is behind login; the customer contact line on the estimate is redacted.



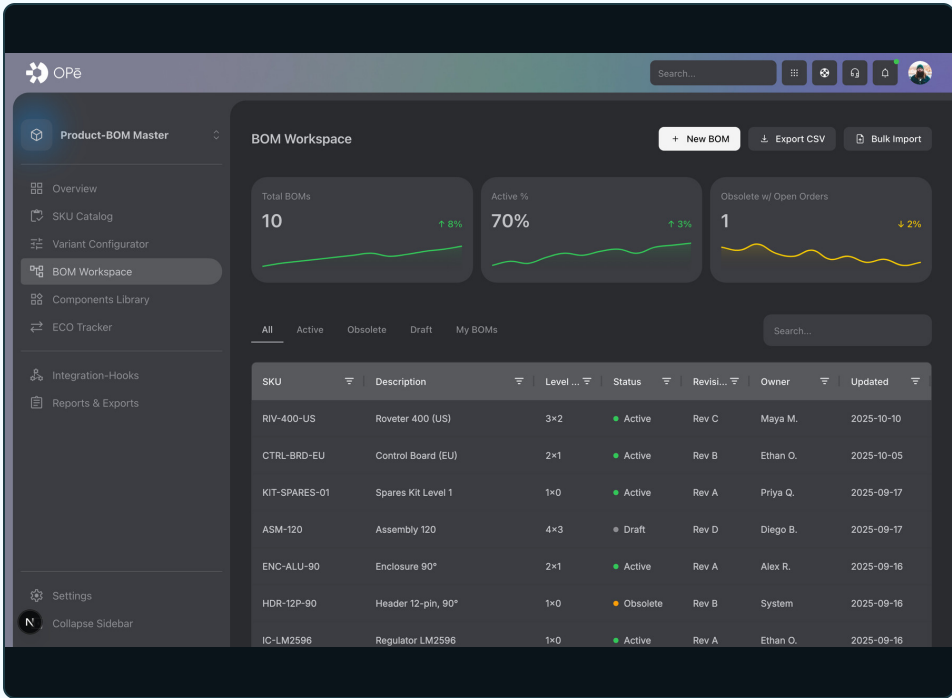
A manufacturing ERP designed in Figma and taken through a 52-page prototype.

Product and BOM master, inventory and warehouse, procurement, assembly, and system administration for OPĕ’s plant, designed end to end and built as a working Next.js prototype on mock data.

CLIENT	OPĕ, LLC · a deep-tech manufacturer; I was its COO through January 2025
YEAR	2025
STATUS	Prototype · front end complete · the reference build for integration
MY ROLE	Information architecture, UX/UI, art direction, and the front-end development of the prototype, which I built myself
SCALE	5 modules · 52 pages · 83 detail drawers



Designed in Figma. The BOM workspace frame: dark theme, AG-Grid tables, drawer states.



Built as the prototype. The same screen, clickable, on mock data.

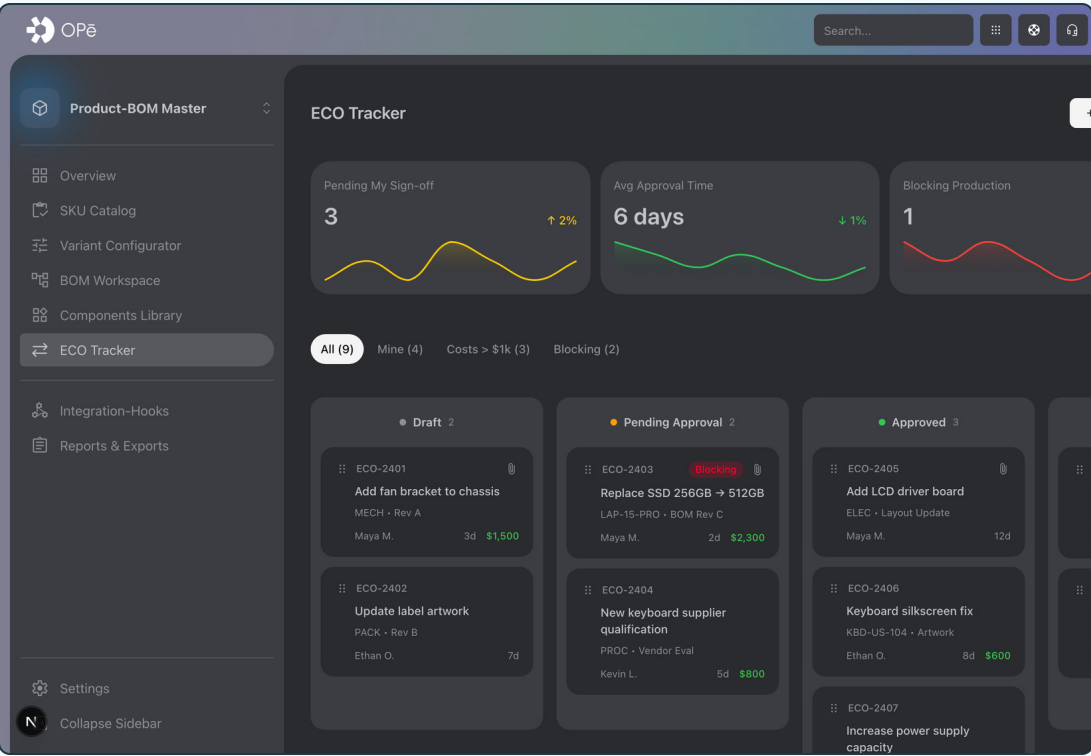
The team walked every module before committing to backend integration. Figma set the system; the prototype proved it held under real density.

The plant, module by module.

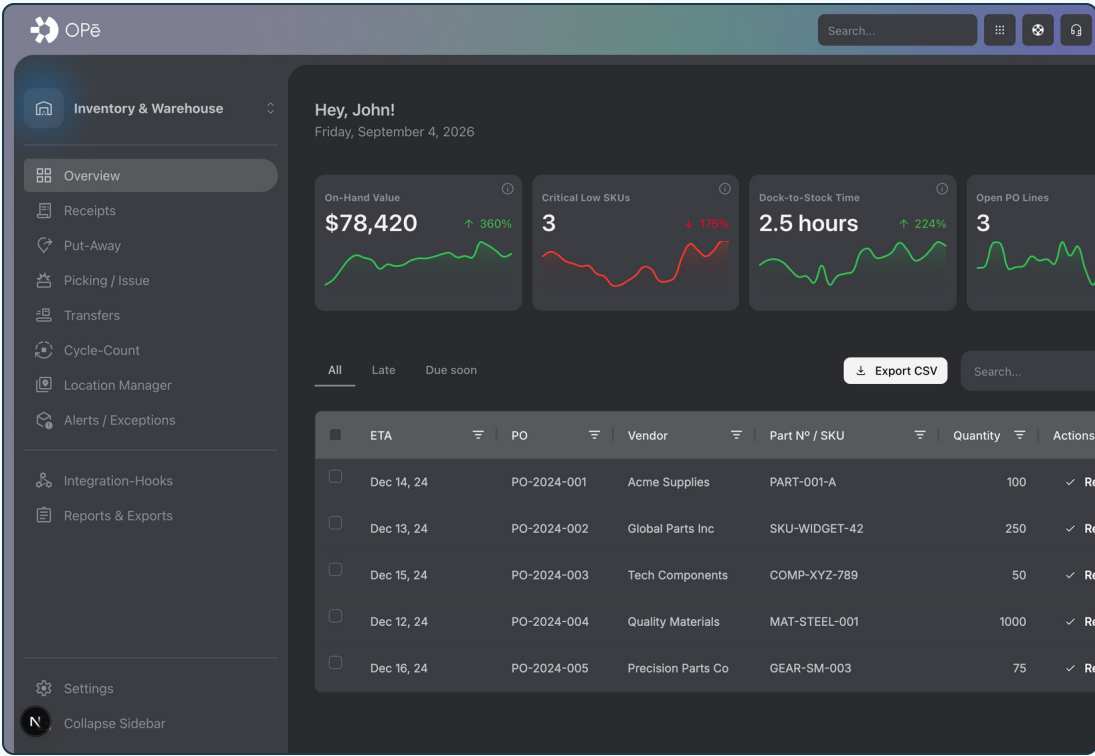
Product data, bills of materials, engineering changes, stock, purchasing, and assembly lived in spreadsheets and disconnected tools. OPĚ needed to see and use the system before paying for integration.

The prototype walks module by module: SKU catalog and BOM workspace with revisions and where-used, an ECO tracker, location manager and cycle counts, purchase-order workflow and procurement rules, a scan station for assembly, and a full admin surface.

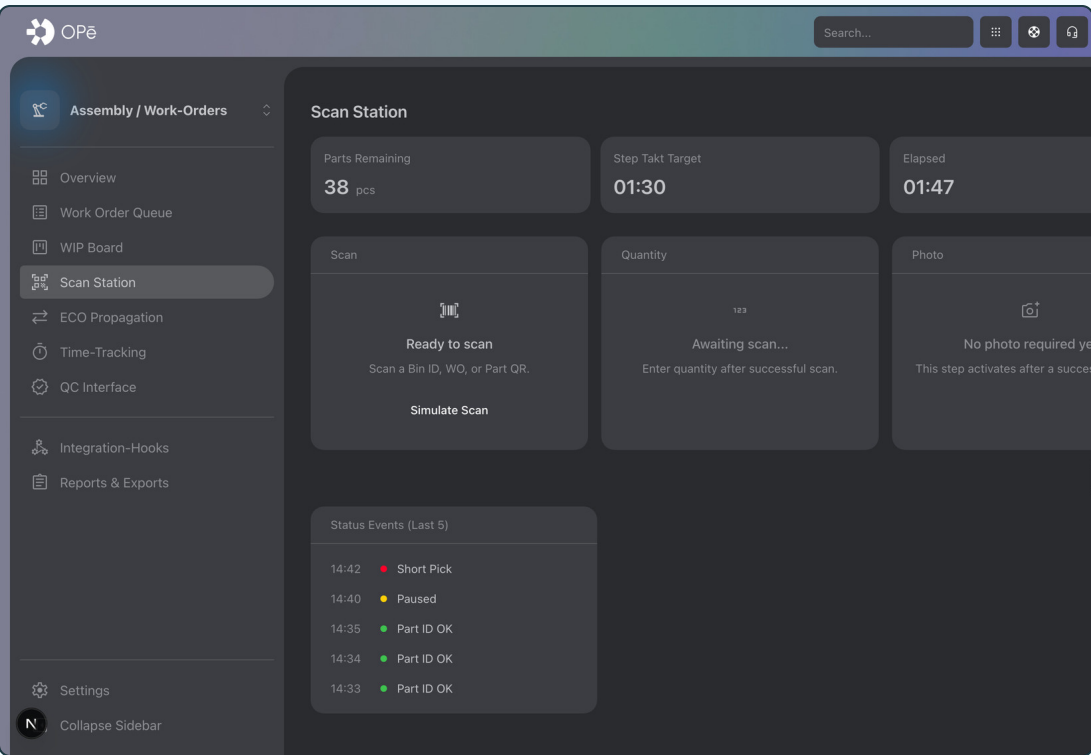
Figma · Next.js 16 · React 19 · TypeScript · Tailwind v4 · shadcn/ui · AG-Grid



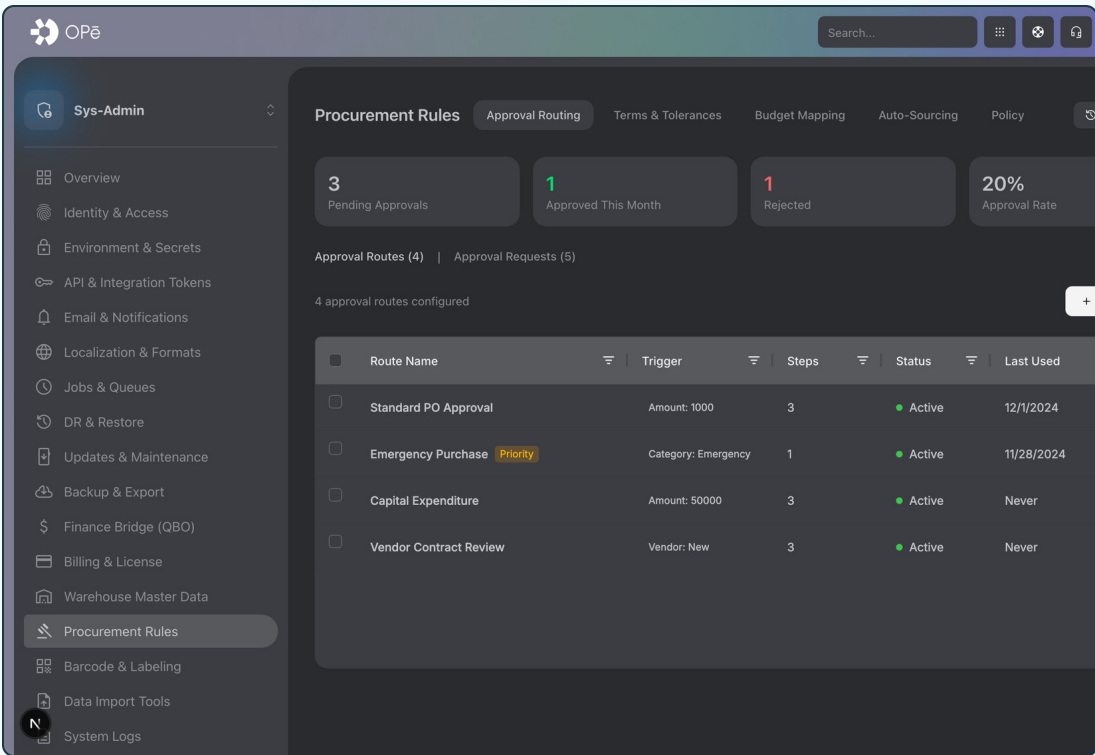
ECO tracker. Engineering changes from draft to implemented.



Inventory and warehouse. Receipts, put-away, picking, transfers, cycle counts.



Scan station. Assembly on the floor, one part at a time.



Procurement rules. Approval routing, terms and tolerances, budget mapping.



A governed AI delivery system, in closed beta.

Serras takes raw vision through strategy, brand, product, design, code, validation, and launch-ready proof, with human decision gates throughout. Every requirement, screen, and ticket gets a terminal disposition. Every claim has a receipt.

CLIENT	Serras · co-created with EIGHT32 and Libra Labs
YEARS	2025 – 2026 · more than a year of continuous work
STATUS	Closed beta · used by the three partner firms · serras.ai
MY ROLE	Product vision, strategic direction, brand and BXD methodology, UX/UI, and front-end direction
STACK	Claude Code and Codex · Python · Node · MCP · Supabase · Next.js · @tarva/ui



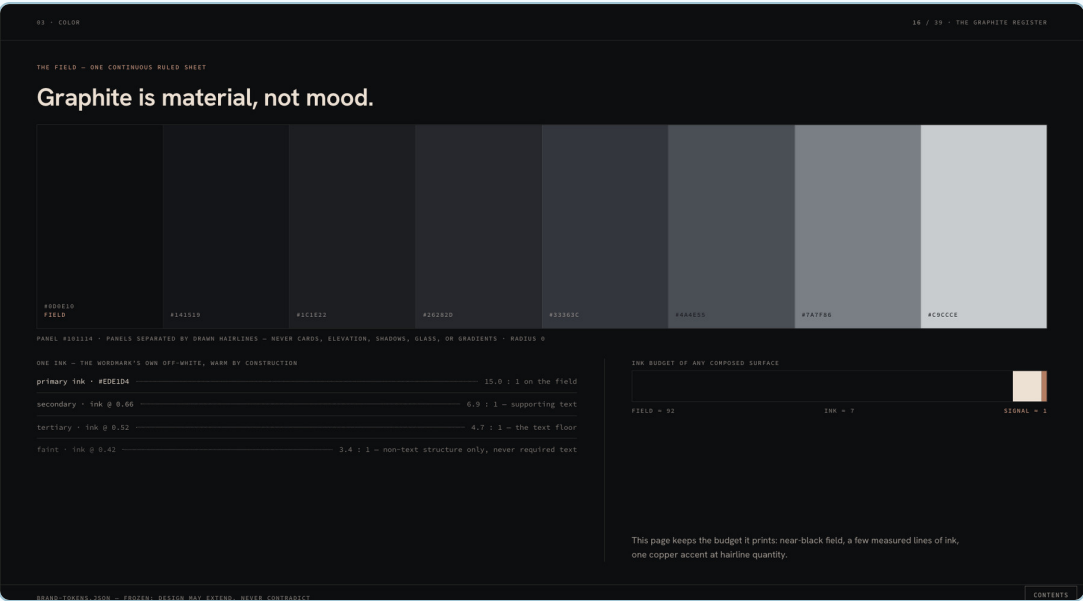
Serras Symphony operations console, September 2026: runs in flight, the pipeline feed, model vitals, cost by project and by stage, and tracked labor hours. Project names and one internal label are replaced; cost and token figures are scaled by one constant and hours by another.

One identity, from the brand book to the operator’s screen.

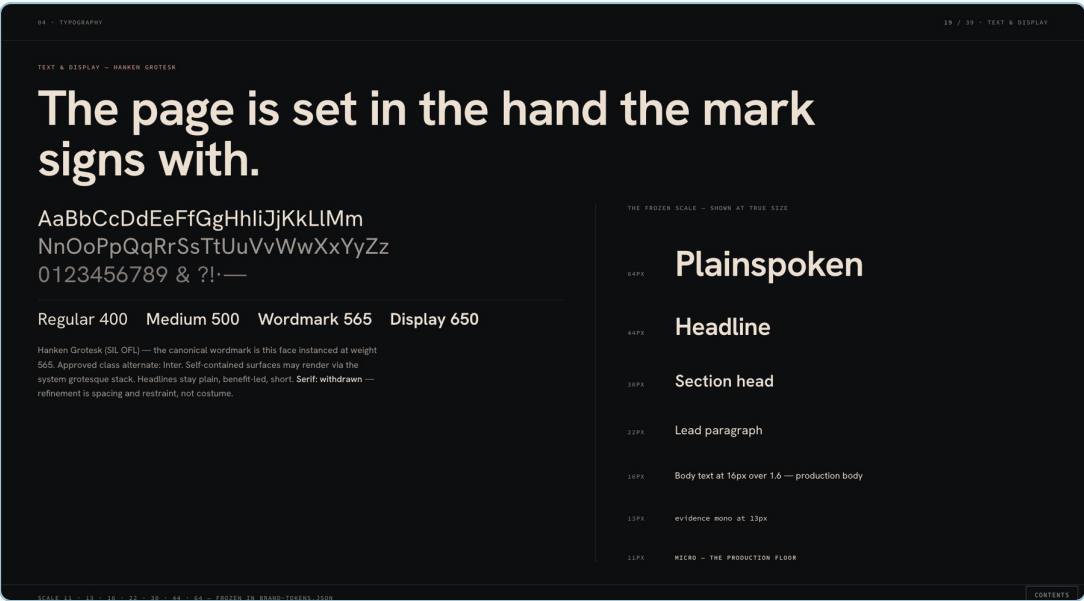
I led the Serras identity: strategy, the mark, color, type, tokens, application surfaces, and rules, published as a brand book and shipped as live tokens. The public site, the operator gateway, and the delivery console render from the same system, so the brand is a property of the product rather than a document beside it.



Construction. Measured, not styled: symbol height, x-height, gap, and a padded safe frame.



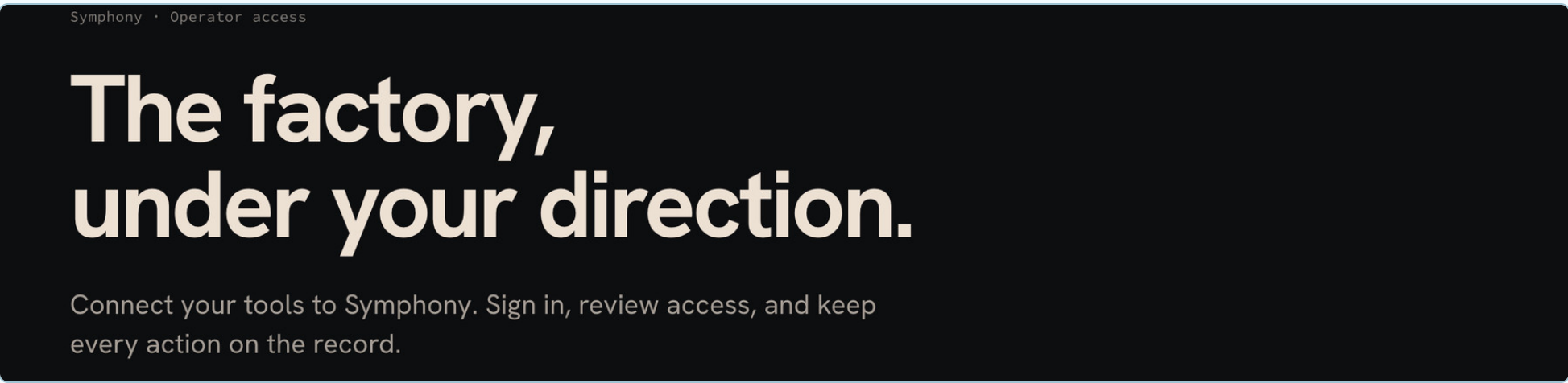
Color. Graphite is material, not mood; copper is the one signal.



Type. Hanken Grotesk carries the page and the wordmark; the record speaks in mono.

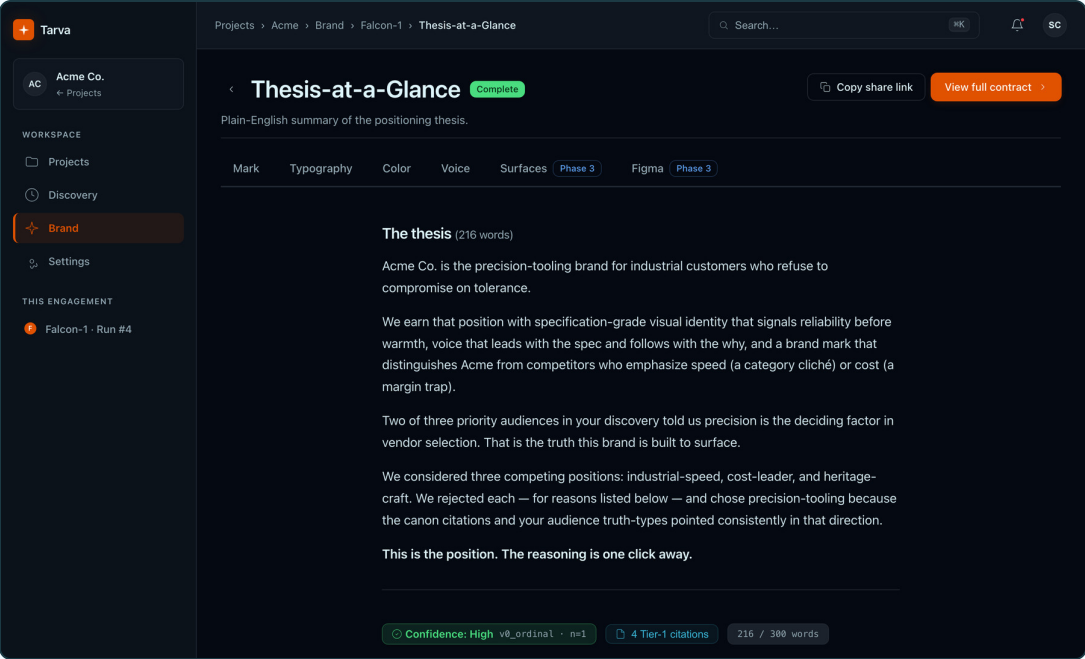


Tokens as shipped. The brand CSS the site and the console read.



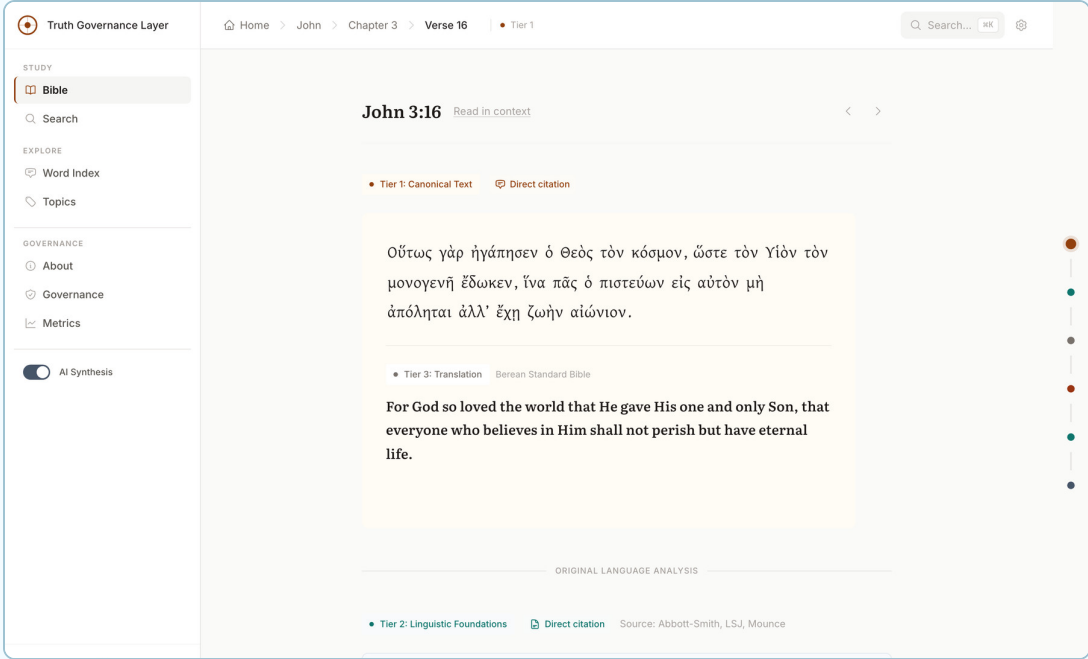
Operator gateway. Sign in, review access, and keep every action on the record, on the same tokens.

Governed AI: three instruments.



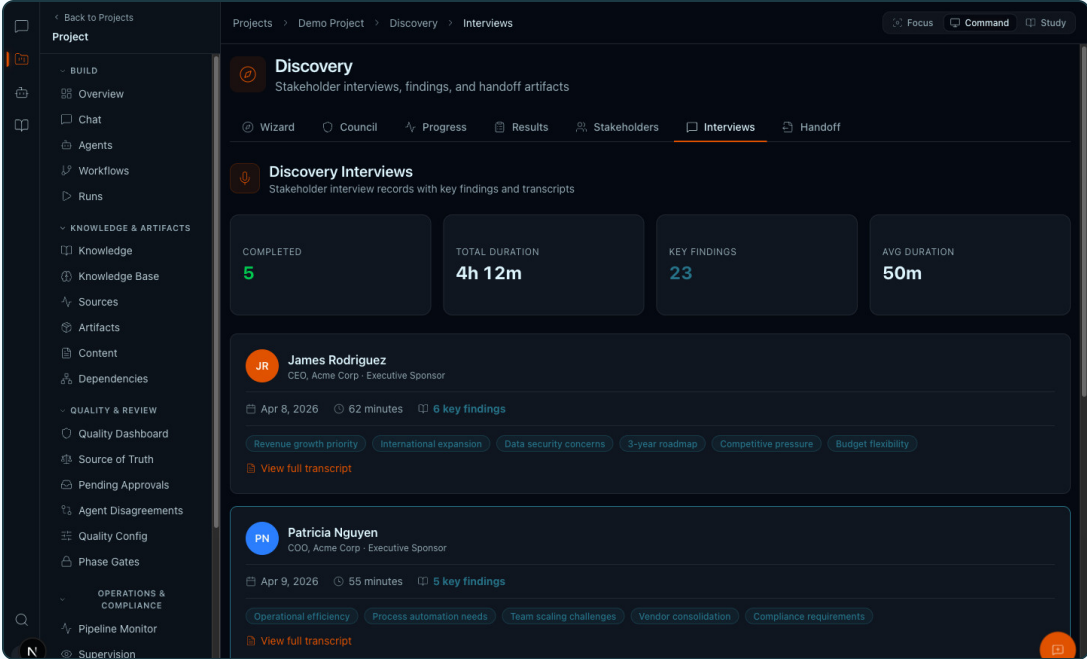
TARVA BXD · 766 CURATED PRINCIPLES · OPERATIONAL

Brand decisions you can audit. A curated corpus of design principles as governed context, a council-style reasoning flow with approval gates, and generated surfaces that carry their reasoning with them. I originated the method and curated the corpus, not the source principles.



TRUTH GOVERNANCE LAYER · ALPHA

Provenance you can see before you trust the answer. An eight-stage governance pipeline stratifies content into six tiers, from canonical text to AI synthesis, with visible source tiers, uncertainty controls, and a governed response envelope. A Scripture study surface exercises it end to end.



DISCOVERY COUNCIL · OPERATIONAL · USED DAILY

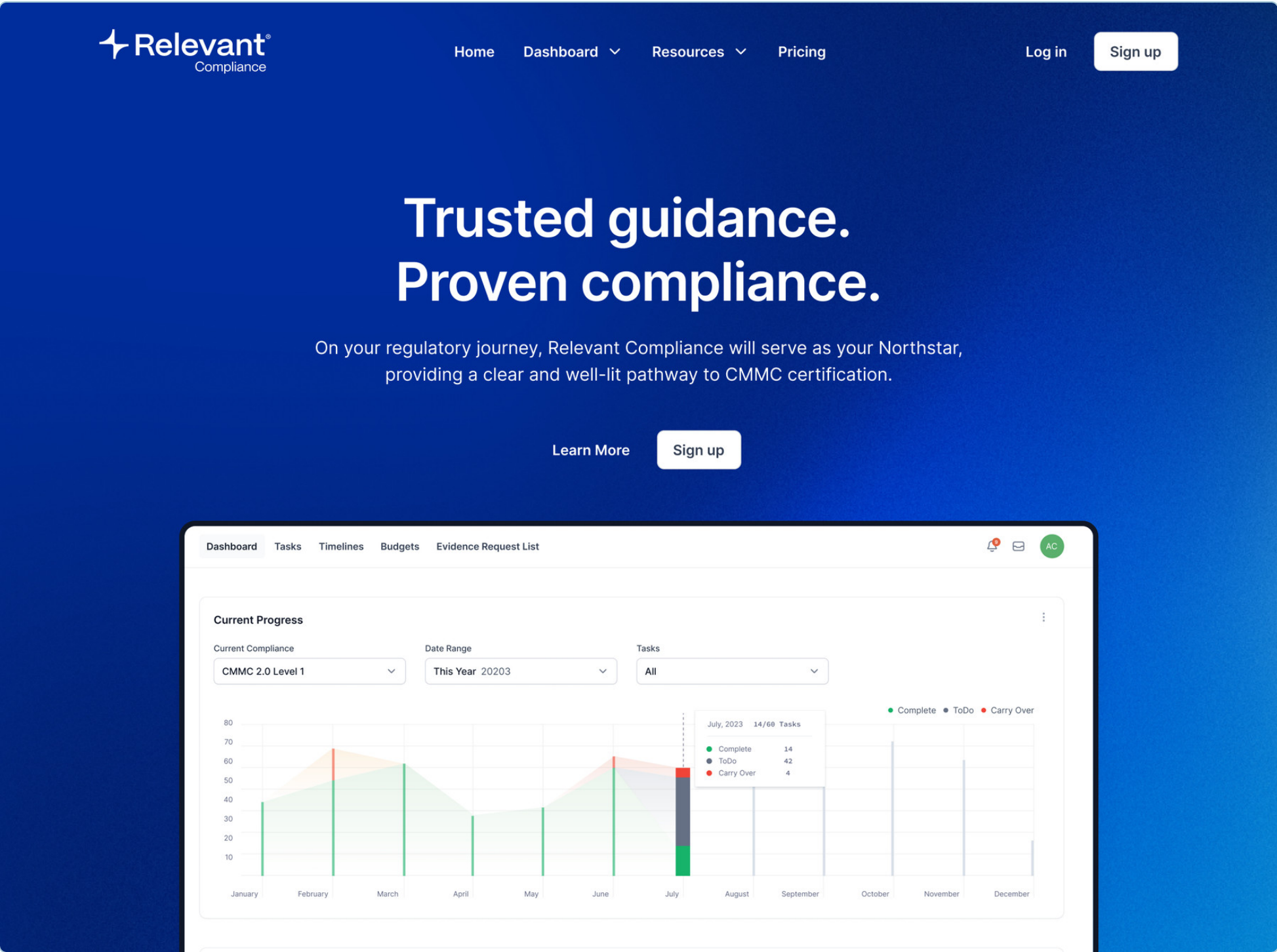
Discovery with evidence, gates, and a human at the end. Specialist perspectives surface who has not been heard, what conflicts, and what we are assuming, kept separate from real stakeholder evidence, before design begins.



Compliance made legible for people who are not specialists.

A platform and public site that help small and mid-sized businesses, especially contractors handling federal data, organize, track, and prove cybersecurity compliance across CMMC, FTC Safeguards, and Texas Safe Harbor.

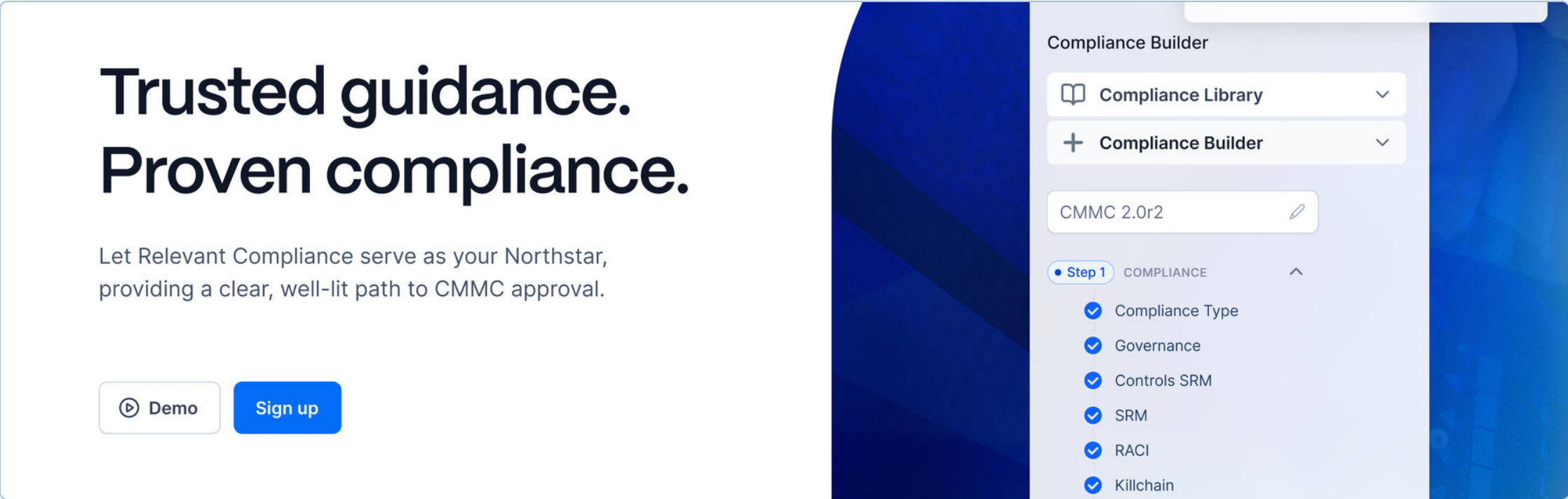
CLIENT	Relevant Compliance
YEARS	2024 – 2025
STATUS	V1 platform and public site in production · Sprint 2 website redesign designed in Figma
MY ROLE	Information architecture, UX/UI, brand identity, and product design for V1; the Sprint 2 website redesign, desktop and responsive, in Figma
OUTCOME	MVP delivered 35% under budget



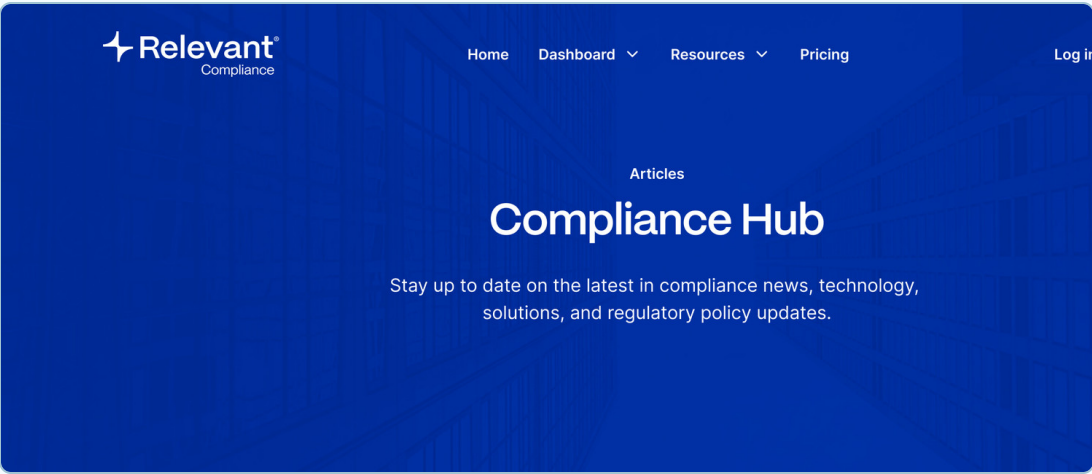
Website redesign, Sprint 2, direction A (Figma). The compliance dashboard leads; the frameworks are dense, so the page is not.

Two landing directions, desktop to phone.

Sprint 2 explored two directions in Figma: a blue field with the product dashboard forward, and a white page with the Compliance Builder beside the headline. Both carry a Compliance Hub for resources, with blog and post templates behind them. Every page has a responsive counterpart at 375 wide.



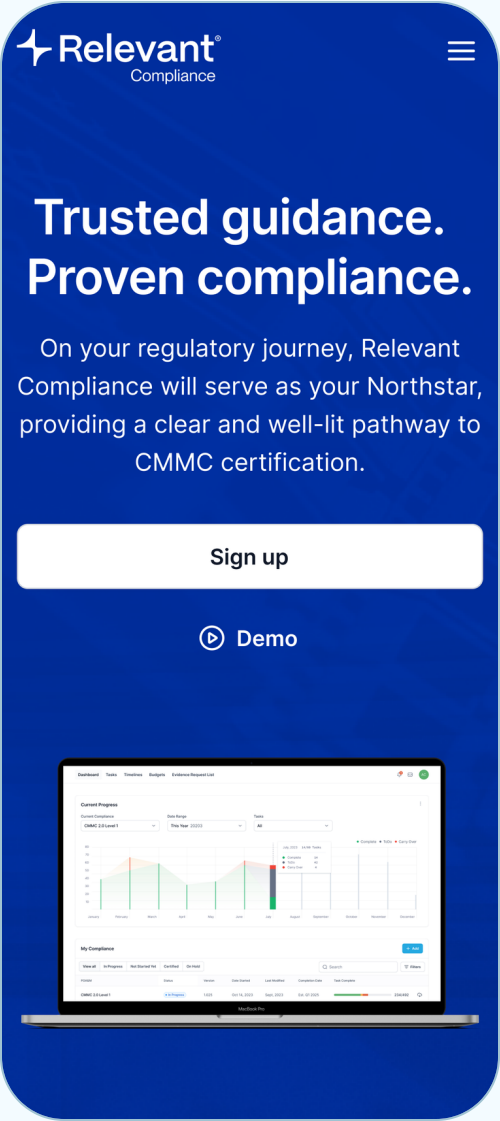
Direction B. A white page with the Compliance Builder beside the headline.



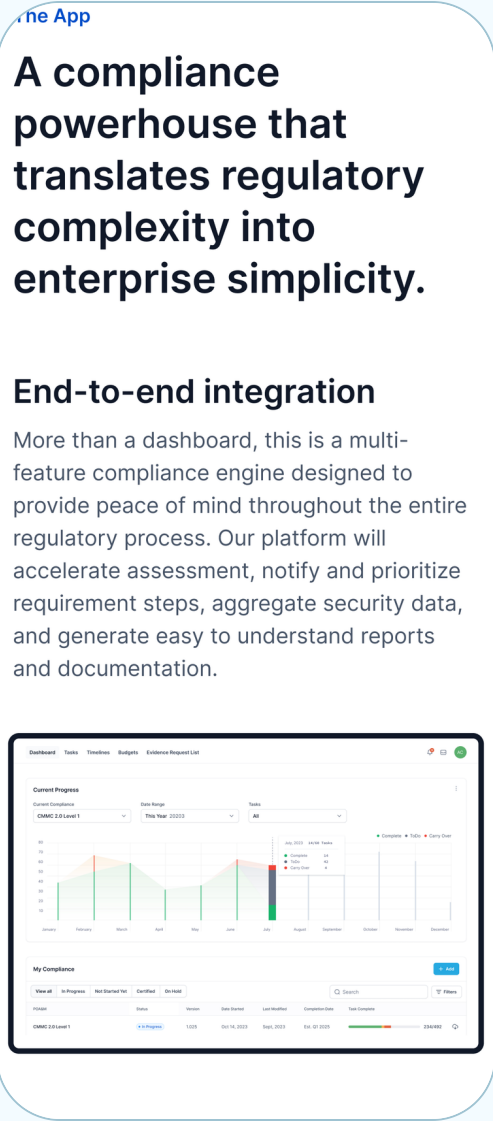
Compliance Hub. Resources, news, and policy updates under one heading.



Shipped V1. relevantcompliance.com, in production.



Landing, 375 wide.



Features, 375 wide.



One component library, many brands, light and dark.

Every Tarva and client product needs the same primitives with a different identity, and shared names between code and Figma. Per-brand forks drift within weeks. @tarva/ui separates four concerns: primitives, light and dark, brand scheme, and Figma binding. One typed palette file generates the CSS tokens, the Figma variables, and a per-scheme shadcn bridge. An MCP server lets AI agents build with the right props.

500+

NAMED EXPORTS

10+

BRAND SCHEMES

20+

PROJECTS

SafeTrekkr

Serras

Harley's

Lumos

JTN AI Reaper

Tarva-ERP

Paint Executive

Chronica Classic

Chronica Nebula

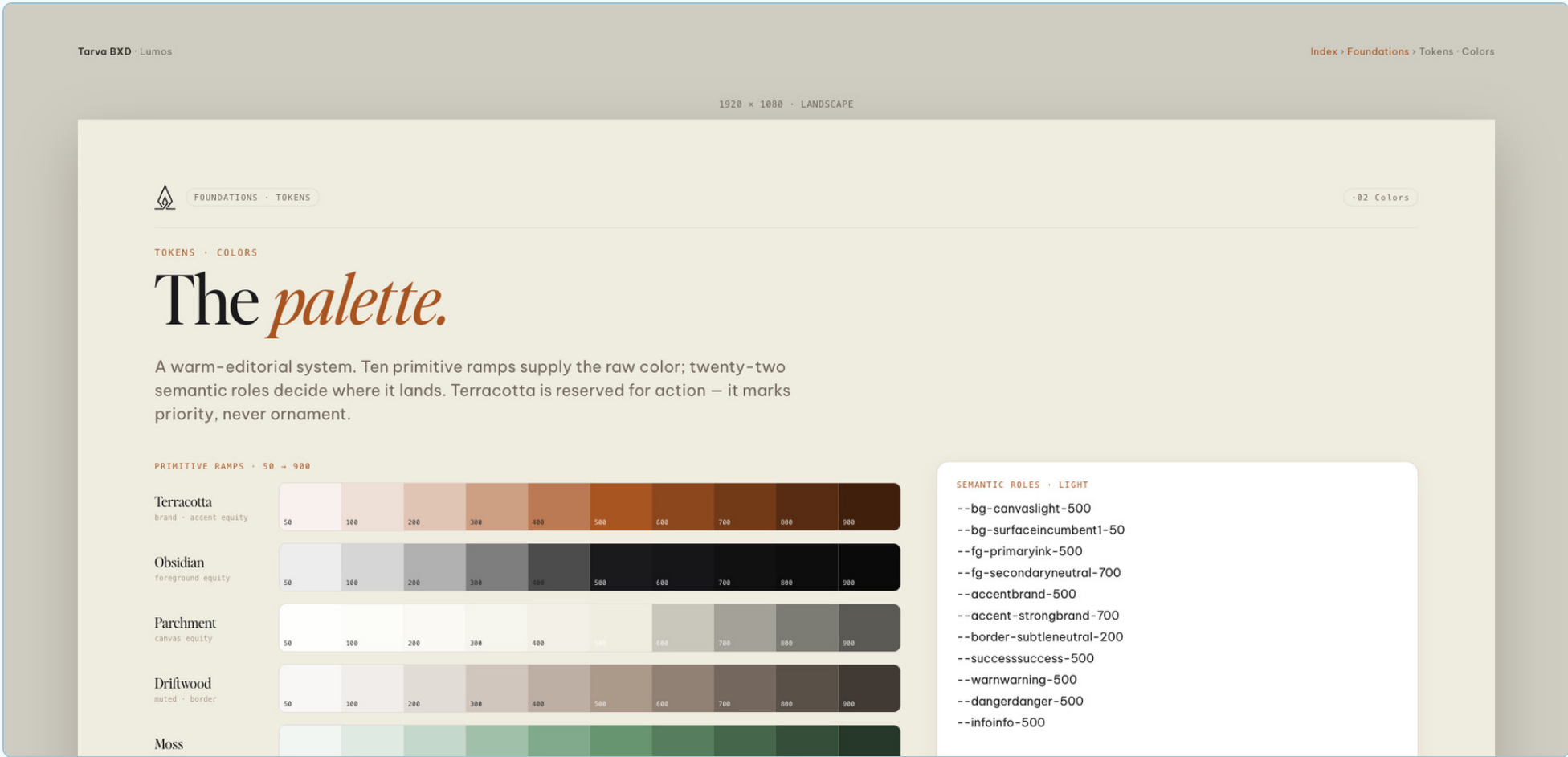
Chronica Blacklight

EchoQuill

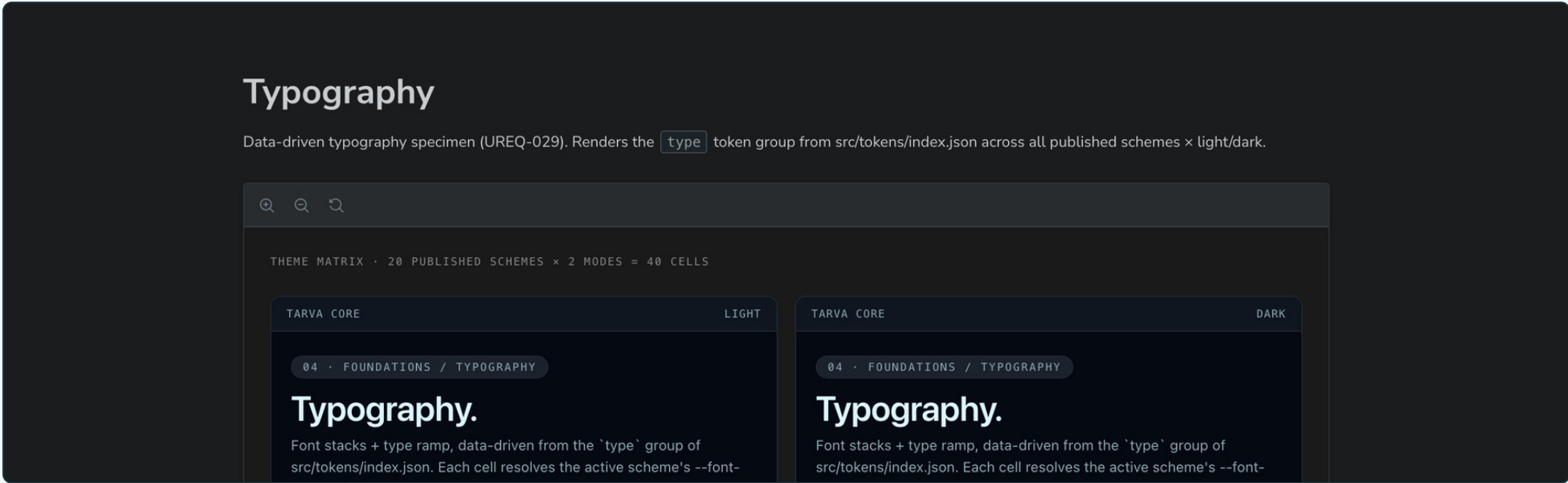
Reading Room

Tarva Core

Chips show each scheme's light canvas, dark canvas, and accent, read from the library's own tokens. Every brand book in this deck ships as one of these schemes.



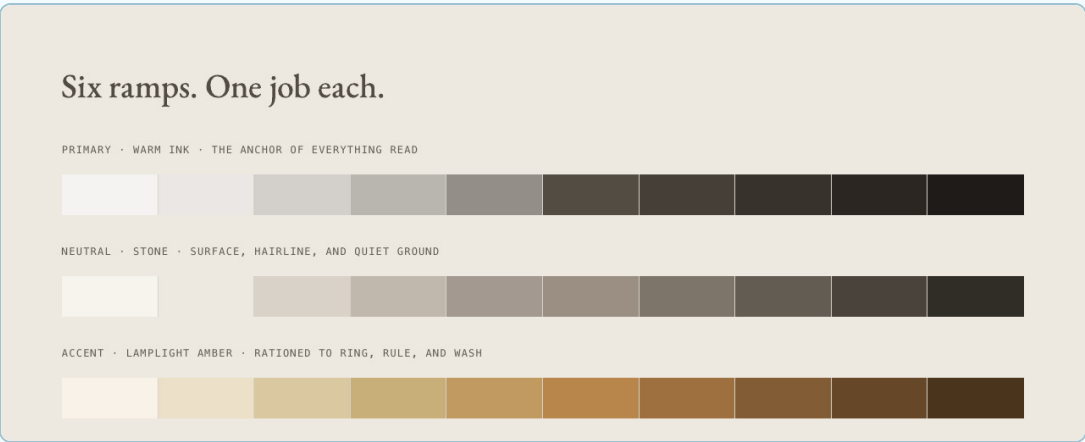
Foundations documentation. Primitive ramps and semantic roles, rendered here in the Lumos scheme.



Storybook. The type ramp across schemes and modes, from the same token data.

Brand books that ship as live tokens, not documents.

For each I led brand strategy, the identity system, color, typography, tokens, application surfaces, and brand rules, through Tarva’s Brand Experience Design method with AI assistance. Art direction and the final calls were mine. Each book is a deck the client can read and a theme their product can run.



HARLEY'S · 106 PAGES · 2026

A 40-year clothier and tailor gets a brand system for its website redesign: the medallion mark and wordmark, ink-and-amber color with one job per ramp, one type family in two registers, and a component set that keeps the room.



LUMOS AESTHETICS & WELLNESS · 76 PAGES · 2026

Lumos had an agency brand guide and no system. The book is a full design-system site: every surface, state, and interaction with live examples, and the Lumos theme shipped in @tarva/ui so product and marketing render from one source.



JTN AI REAPER · 22 PAGES · 2026

A new AI product needed a credible identity in days, with the rigor of a guideline: wordmark, monogram, app icons, light and dark lockups, clearspace, misuse, accessibility, and a logo-asset manifest the front end consumes directly.

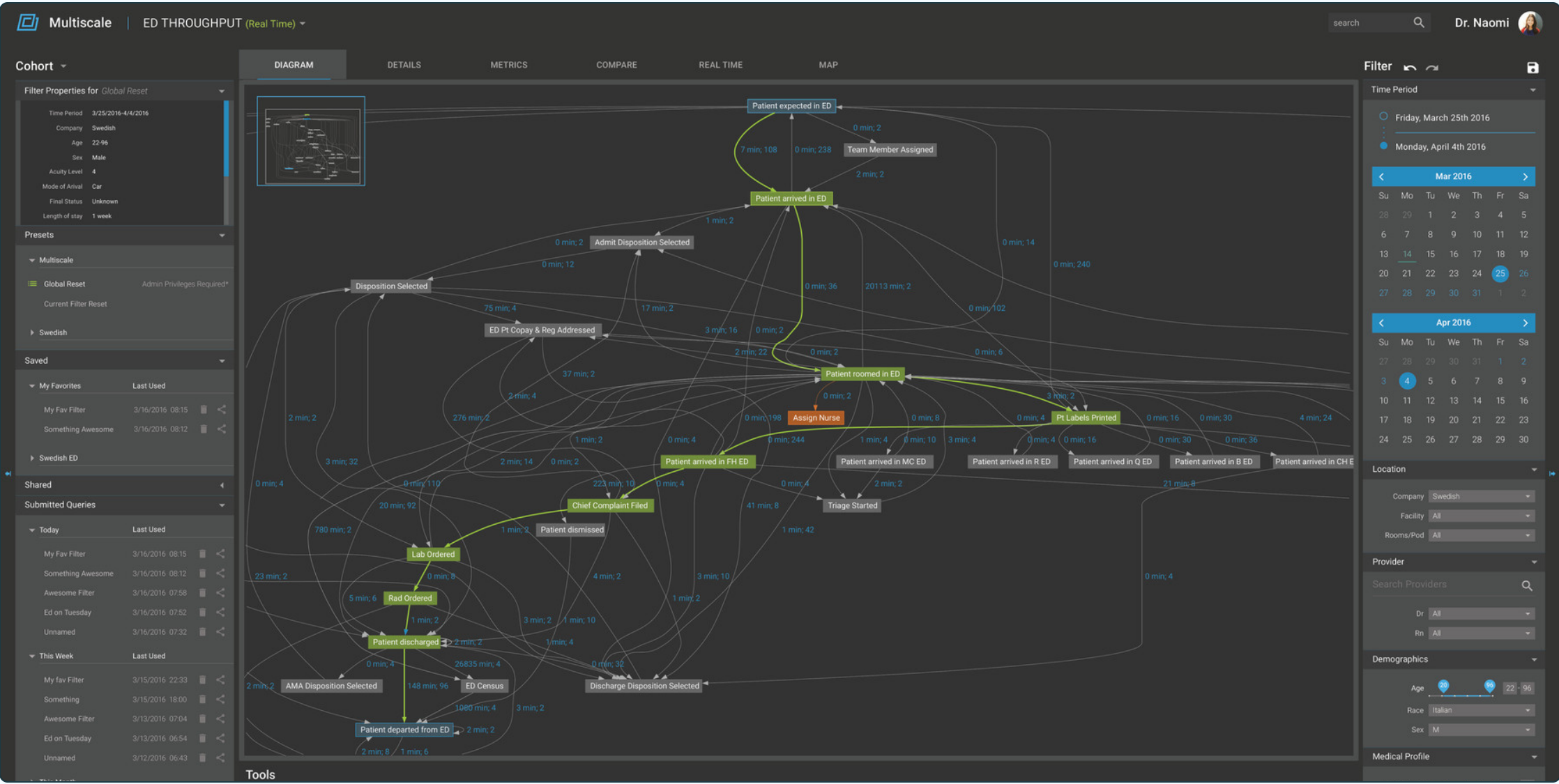
SENIOR DESIGNER / UX LEAD · SEATTLE · 2014 - 2016

Where the systems habit started.

Emergency-department throughput, TeleStroke, and operating-room dashboards for a venture-backed healthcare technology company, validated with physicians, product teams, and Providence Health and Swedish Hospital stakeholders. I owned brand management, creative direction, UX/UI, visualization, and front-end implementation, and created the company's brand guidelines, pattern library, and design system.

“Jesse’s designs are world-class and lightyears ahead of what others are doing in the healthcare industry. His aesthetic was a huge part of our success in winning customers.”

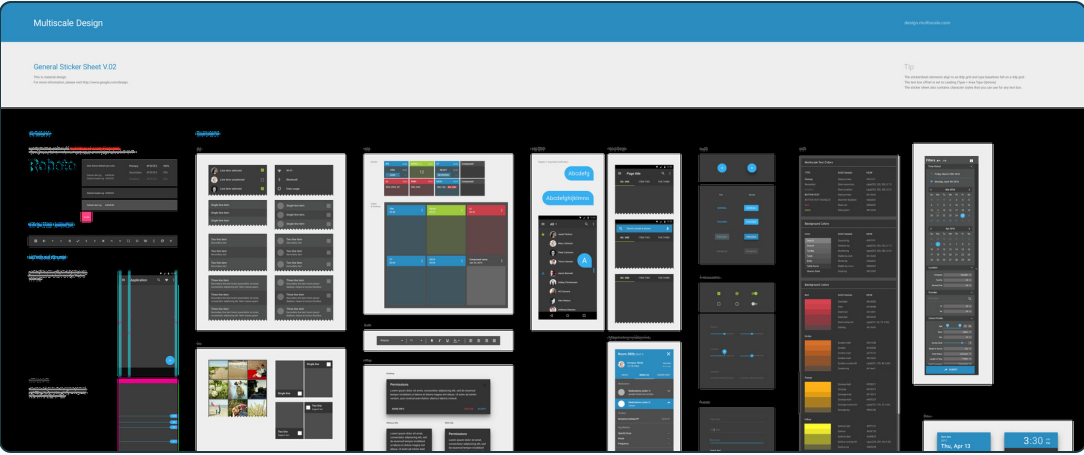
Tim Lebel · Senior Software Engineer, formerly Multiscale Health Networks



ED Throughput, 2016. Real-time patient flow as a path diagram with cohort filters, saved queries, and variance paths.



OR status board. Room state, delays, and the day's first-case trend.



Sticker sheet, 2015. A Material-based pattern library for the dark theme.

I lead the work and stay in the files.

TEAMS

I led up to **53 employees and contractors concurrently** as LLC Manager across the Tirian-owned companies Tarva, Noble Shapes, and UX Rise. Tarva provided management and the project management office, UX Rise specialized in UX, and Noble Shapes in design and full-stack development.

At Sabey I guided a **five-person design team** through a rebrand and redevelopment of customer-facing experiences, while directing web, video, photography, and 3D production.

CLIENTS AND PARTNERS

I scope with owners and founders directly, present the work myself, and say what I think in the room.

Current work runs with partner engineering firms. **EIGHT32** engineers SafeTrek’s mobile apps and backend; EIGHT32 and **Libra Labs** co-created Serras. Design keeps its authority because engineering has a real seat from the first week.

CRAFT

Figma, and directly in HTML, CSS, and Tailwind. AI-assisted prototyping with Claude Code and Codex lets me put a working version in front of people early; I remain responsible for the design decisions and partner with specialist engineers on production requirements.

Brand Experience Design, the method behind every brand book here, connects brand strategy to product experience and ships the result as tokens rather than a PDF.

HOW A PROJECT RUNS

01 Discover	02 Structure	03 Design	04 Prototype	05 Hand off
Stakeholder discovery, and Discovery Council to surface who has not been heard, what conflicts, and what we are assuming.	Information architecture, requirements, and a product definition the team can ticket before design starts.	Directions first, then one system: tokens, components, and screens, in Figma and in HTML.	A working, clickable version early, so decisions are made against something real.	Engineering partners harden it. Validation checks every requirement and screen against the plan.

SELECTED CLIENTS



“Jesse is a visual communicator. I have found his ability to turn words and ideas into simple and, sometimes, stunning visuals to be unsurpassed.”

Jim Harding · President & CTO, Grokit Data

“Jesse takes complex projects and keeps them on track. His broad range of skills enables him to look at all of the pieces to uncover the gaps that need to be filled, either by him, or others involved in the project.”

Josh McCleary · Investor and Partner, Wing It



Thank you for reading.

The full portfolio, thirty projects and the complete brand books, is at **jesseorrico.com**. I would welcome the chance to walk through any of this work in person.

WEB	jesseorrico.com
LINKEDIN	linkedin.com/in/jesse-orrico
CONTACT	jesseorrico.com/about
BASED	Texas · Remote