

LOCATION

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02 – SUMMARY

Accomplished product designer with stellar record of designing AI-powered products, intelligent software, scalable design systems, and complex internal and customer-facing solutions.

Pairs strong product thinking with deep UX/UI expertise and AI-assisted design workflows to turn emerging technologies into intuitive, high-impact experiences. Leads initiatives from early discovery through launch, setting design direction across multidisciplinary teams and partnering closely with engineering to ship scalable, user-centered solutions. An early adopter of AI-powered design, with proven success building conversational AI experiences and integrating emerging tech into real-world products that improve usability and accelerate user outcomes.

03 – CORE SKILLS

|                                       |                                           |
|---------------------------------------|-------------------------------------------|
| AI Product Design                     | Design Systems                            |
| AI-Assisted Design Workflows          | Internal Tools & Platforms                |
| Emerging Technologies                 | Interaction Design                        |
| Product Design / UX/UI                | Product Discovery & Delivery              |
| Conversational AI Experiences         | Cross-Functional Collaboration            |
| Design Leadership / Rapid Prototyping | Figma, AI Design Tools, Dev Collaboration |

04 – EXPERIENCE

**Realeflow**

2021 – 2026

SENIOR DESIGN LEAD • BRUNSWICK, OH

Owned end-to-end UX/UI strategy and design direction across Realeflow's product ecosystem with a keen focus on translating complex business and user needs into intuitive workflows, scalable design systems, and cohesive digital experiences from discovery through launch. Strengthened cross-functional product execution across design, development, and support, while establishing clearer communication and feedback loops that improved alignment, surfaced product insights, and helped ensure users consistently received accurate, up-to-date product experiences.

- Spearheaded the Leadflow Analyze mobile app from concept to market launch, shaped the product experience, interaction model, user flows, and interface, and collaborated cross-functionally to transform an early-stage idea into a fully realized product.
- Pioneered UX for AI-powered conversational assistant within Realeflow's flagship platform and created a natural-language experience that helped real estate investors to navigate complex workflows, uncover relevant insights, and take goal-oriented action more efficiently.
- Modernized high-value legacy experiences, including CRM and Leadpipes, while auditing fragmented workflows, identifying usability and product architecture opportunities, and redesigning core functionality to create simpler, more intuitive user journeys.

- Unified CRM and Leadpipes into a streamlined, cohesive product experience, reduced workflow fragmentation and design complexity, and decreased the volume of development assets and components requiring ongoing maintenance.

## OEC

2018 — 2021

UX/UI DESIGNER • FAIRLAWN, OH

Redesigned the OEM portal authentication experience as a scalable foundation for product-wide adoption and created a unified login pattern designed to deliver a more consistent entry experience across OEC's suite of products. Championed user-centered product improvements by connecting insights across product, UX, development, and customer support, translating user needs and recurring pain points into actionable design decisions and experience enhancements.

- Established and evolved UI design system standards across web-based product portfolio and created reusable components/interaction patterns that strengthened visual consistency, improved scalability, and streamlined design-to-development execution.
- Transformed the OEM LinkIQ reporting experience through UX/UI redesign, while simplifying complex workflows and modernizing the interface to create a more intuitive, cohesive, and user-centered reporting solution.
- Elevated UX maturity across internal teams by defining shared design standards, reusable components, and implementation guidance, enabling product and development teams to work from a more consistent framework, and reducing design fragmentation across applications.

## OEC

2014 — 2018

SR. GRAPHIC DESIGNER / UI DESIGNER

Led the creative execution of OEC's company-wide rebrand, translated a new brand vision into a cohesive visual identity, and established consistency across digital products, marketing communications, and customer-facing touchpoints. Designed Ford's DPA dashboard experience to transform complex information/business requirements into a clear, intuitive interface tailored to the needs of a major automotive partner.

- Directed the design refresh of OEC's flagship dealer portal, home to 10+ integrated products, while modernizing one of the company's largest digital initiatives as well as creating a more cohesive experience across a complex, multi-product ecosystem.
- Co-developed the foundational framework for OEC's design system and pattern library and partnered with UX and engineering teams to establish reusable UI patterns and standards that improved consistency and laid the groundwork for scalable product development.
- Expanded OEC's design capabilities across brand and digital product experiences, bridging graphic design and UI disciplines to deliver cohesive solutions across web applications, visual communications, and high-visibility strategic initiatives.

ADDITIONAL — Graphic Designer at Dawn Enterprises