

JASON FENG COBB

Principal Product Designer

AI-Native Products / 0→1 Product Design / Systems Thinking
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EXPERIENCE

Founder / AI Product Designer, Stealth Startup, Jan 2025 - Present (Figma, Cursor, Next.js, TypeScript, Tailwind, Prisma, Clerk, Stripe, PostgreSQL, OpenAI APIs, ChatGPT, Anthropic Claude Opus)

- Design and deliver an AI-native SaaS from concept to production across product strategy, UX, and implementation
- Define AI interaction models, prompt systems, memory architecture, subscription strategy, authentication, analytics, and production-ready user experiences
- Build full product workflows using AI-assisted development while collaborating across frontend, backend, databases, payments, and cloud infrastructure
- Rapidly iterate from product vision to functional prototypes using modern AI-native design and engineering workflows

Lead Product Designer, Google (NotebookLM), Mar 2024- Dec 2025 (Figma, FigJam, Gemini)

- Led end-to-end product design for Gemini-powered AI research and knowledge synthesis experiences across desktop, mobile, and web
- Designed AI interaction models, conversation flows, prompt behaviors, and user experiences for complex research and synthesis workflows
- Collaborated with product managers, researchers, engineers, and AI teams to rapidly prototype and validate AI-native product experiences

Lead Product Designer, Uber / Uber Eats, May 2024 - Oct 2024 (Figma, Base Design System)

- Designed merchant advertising and campaign management experiences connecting Uber Eats businesses with customers
- Led UX for multi-campaign, multi-store management, and advertising performance analytics
- Partnered with global product and engineering teams to deliver scalable advertising experiences from discovery through launch

Principal Product Designer, Vesper Interactive, Mar 2017 - Present (Figma, Adobe Suite, HTML5, CSS3)

Partnered with Fortune 500 organizations to design AI-native, enterprise, consumer, and commerce products across software, finance, retail, hospitality, and automotive. Selected engagements included:

- TIAA: Financial product experiences generating approximately \$1B in new managed assets
- Oracle: Government eCommerce modernization and platform redesign
- Tiffany & Co.: Customer journey mapping and UX redesign
- Cigna, Coca-Cola (via Y&R Wunderman), Aerosoles, and other enterprise product initiatives

Staff Product Designer, Starbucks, Feb 2023 - Feb 2024 (Figma, Adobe Suite, HTML5, CSS3)

- Led UX strategy across Starbucks internal products supporting store operations and enterprise supply chain planning
- Designed complex workflows, data visualization, and operational tools used across multiple business functions
- Guided cross-functional teams through scalable design systems and modern Figma workflows
- Integrated AI-assisted workflows to accelerate UX research, design exploration, content strategy, and collaboration

Lead Product Designer, Meta, Feb 2022 - Jan 2023 (Figma, Adobe Suite)

- Designed business and advertising experiences across Meta for Business, supporting marketing, education, and commerce for millions of businesses
- Led interaction design explorations for Meta's global design system shared across Facebook, Instagram, and internal platforms
- Led large-scale learning platform redesign spanning 70+ courses and over 100 educational experiences

Lead Product Designer, Google, Jan 2021 - Jan 2022 (Figma, Adobe Suite)

- Led experience and interaction design for Google Play Store for Android Automotive with Material Design principles
- Designed and optimized cross-platform (automotive, phone, watch) commerce experience for app purchases and subscriptions
- Partnered with key stakeholders within Android Auto services (Maps & Voice) and 3rd party leading automotive companies in creating premium vehicle delivery and onboarding experience

Sr. Lead User Experience Architect / Designer, Valtech Solutions, May 2015 - Feb 2017

Led enterprise product strategy and UX architecture for Samsung, L'Oréal, Ralph Lauren, Hyatt, Ernst & Young, Hertz, Herman Miller, Wegmans, and Westcon

Sr. Lead Product Designer, Bed Bath & Beyond, Oct 2014 - May 2015

Led UX strategy and optimization for enterprise eCommerce experiences, improving customer experience through research, analytics, and experimentation.

Sr. Interactive Art Director, JCPenney Corp., Sept 2005 - Apr 2014

Led digital product design across eCommerce, mobile, experimentation, analytics, and platform modernization initiatives during a nine-year tenure.

EDUCATION

University of Texas at Austin, B.S., Advertising - Texas Creative Portfolio Program, 2002 - 2005

SKILLS MATRIX

Product Strategy • AI Product Design • UX Architecture • Interaction Design • Design Systems • Figma • Cursor • AI-Assisted Development • Prompt Engineering • Prototyping • Next.js • React • TypeScript • HTML5 • CSS3 • Tailwind CSS • Prisma • PostgreSQL • Clerk • Stripe • OpenAI APIs • PostHog • Vercel