Jacob Starr

Product & Brand Designer

New Orleans, LA · +1 (857) 500-7424 · jacobstarrux@gmail.com · jacobstarr.work · linkedin.com/in/jacob-starr

Designer who owns the whole arc — research and product strategy, brand systems, marketing, and the production front end I build myself. Founded a solo design-and-build practice, cofounded three startups, and originated the core IP behind a patent-pending system. Most useful where design, business, and engineering meet, and I take the part of the problem nobody owns.

EXPERIENCE

Founder & Creative Director

New Orleans, LA

jacobstarr.work LLC

November 2024 – Present

- → Built a solo design-and-build practice from nothing: branding, product and web design, front-end engineering, and marketing consultation across **15+ engagements** in IT, legal, healthcare, foodservice, construction, publishing, real estate, and nonprofits. **Nearly $60K collected**, almost entirely through referral chains, sold off a productized service menu and a four-phase process I defined.
- → **Flagship, $10K brand split:** took a sixteen-year-old managed IT company and its automation spinoff from one confused brand to two — positioning, two identities, two custom WordPress themes built with Claude Code, copy, and launch ops. **Lighthouse 98 performance and 94–97 accessibility on both**; 1,126 organic new users in four months.
- → **Fractional marketing director** for a three-brand home-services group: built their marketing operations from zero — vendor cadences, a KPI framework stripped of vanity metrics, an SEO vendor replacement, and four paid campaigns at full spec. **Kitchen leads went 1 to 7 with cost per lead down 81%**; remodeling CPL halved.
- → Rebuilt a **110-year-old** foodservice brand after usability testing showed 12 of 15 participants could not find its service range; post-launch **55K pageviews, +24% YoY, bounce down 10%**.
- → Own brand identity end to end — pulled a litigation firm's positioning out of a stakeholder who could only name what she disliked; built a nonprofit a modifiable color system so its mark flexes to each partner clinic.

Product Designer & Cofounder

Remote

Dio Platforms

January 2024 – Present

- → **Originated the patent-pending concept**, not just its design: batching drink orders by preparation complexity across three tiers rather than by order time. Patent filed.
- → Timed field study at a partner bar cut wait times **from ∼9.5 minutes to ∼3** — baseline measured during live service against an after-hours simulation of the digitized flow.
- → Led all design through 2024 — product, brand, payment flows, the patent filing — and built the Figma design system: UI tokens informed by NN/g heuristics and component libraries with responsive variables for developer handoff. Advisory since.

Product Designer & Cofounder

Remote

OtterLoon

September 2024 – March 2025

- → Lead designer and equity cofounder of an "anti-LinkedIn" networking app; directed end-to-end UX research including **100+ product-market interviews**, ethnographic study, and usability testing.
- → Cut scope on evidence rather than instinct: killed the planned gamified culture-fit minigames after contradictory trust feedback, and moved job search to the R&D backlog to focus the MVP.

EDUCATION

B.S. Management — Design & Marketing, cum laude, GPA 3.85 — Tulane University · May 2024

UX Design Professional Certificate — Google via Coursera · September 2024

SKILLS

Product — Design systems, prototyping, user research, usability testing, MVP scoping, information architecture, roadmapping

Brand — Identity systems, logo and type, color systems, art direction, marketing collateral, presentation design

Build — Claude Code, Next.js, React, TypeScript, HTML/CSS, WordPress, Vercel, Git, Figma, Adobe Creative Suite

Strategy & Growth — Paid media, Google Ads, Analytics, Search Console, SEO, positioning, conversion optimization