

Jacob Robson

I design AI products that make complex systems feel simple, with the visual craft to make them feel clear, credible, and worth trusting. I studied civil engineering with architecture, which trained me to think in systems, constraints, and people simultaneously. Building Build My Story from scratch taught me how to turn messy user needs into clear product flows, polished interfaces, and practical design decisions.

EXPERIENCE

Build My Story / Co-Founder and Product Design Lead

Sep 2023 - Present

Hybrid

- Owned product design for a bootstrapped AI startup with \$400k invested across product, engineering, and go-to-market, growing from zero to 10,000 student users, 200+ teachers, and \$12.2k revenue in the last six months.
- Operated as the sole designer: set the design bar, scoped features, ran 20 structured user research sessions through Respondent, and collaborated directly with engineers from brief to build.
- Designed a complex AI publishing platform end-to-end: concept, flows, UI, prototypes, visual language, and production-ready interfaces across teacher, student, and parent experiences.
- Designed and built with AI tools: prototyped and shipped jacobrobson.com using Next.js 15, React 19, TypeScript, Tailwind CSS, and Claude Code.
- Designed the multi-user classroom workflow, making AI book generation reliable across live classrooms, school-wide usage, teacher oversight, and parent review.
- Shaped the visual and brand language across product, website, and all customer-facing touchpoints, moving from broad AI creativity positioning to a clear, trusted classroom product.
- Translated complex AI behaviour into a safe classroom experience, designing generation, editing, review, and publishing flows around student privacy, COPPA/FERPA constraints, and teacher trust.
- Used classroom observation, teacher interviews, Hotjar, and GA4 to identify where the product was losing people and redesign key onboarding and creation flows.

Heyne Tillett Steel / Structural Engineer

Jan – Dec 2024

London

One of two engineers taking full structural design responsibility for the Admiralty Arch hotel redevelopment, a Grade I listed landmark, working directly with lead engineers on calculations, drawings, and new structural elements within a complex restoration project.

Tony Gee and Partners / Civil Engineering Intern

Apr 2021 – Sep 2022

London

Worked across highways, bridges, and marine structures in technical delivery environments.

EDUCATION

University of Southampton / MEng Civil Engineering with Architecture

Sep 2019 – Jun 2023

First Class Honours

Design-led engineering degree combining architecture, structures, user experience, and systems thinking.

SKILLS

Product Design / UI Design / Visual Systems / Brand and Messaging / Design Systems / Prototyping / AI Product Design / Multi-user Workflow Design / User Research / Figma / HTML and CSS / Next.js / React / TypeScript / Tailwind CSS / Claude Code / Hotjar / GA4