

JOHN FRANCIS DEYTO

Design Leader, Experience Architecture for AI and Complex Systems

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SUMMARY

Design leader with 20+ years of experience shaping how complex systems are understood, constrained, and trusted in environments where outcomes matter. Specializes in experience architecture, human–AI interaction, and decision-critical workflows across enterprise, regulated infrastructure, and large-scale consumer systems. Known for making advanced technical systems legible to non-technical users without overclaiming automation or obscuring responsibility. Holder of six issued U.S. patents related to AI feedback, behavioral modeling, and interpretability.

CORE EXPERTISE

Experience Architecture • Human–AI Interaction • Interpretable Systems • Decision-Critical Workflows • Trust Formation & Boundary Setting • Regulated & High-Stakes Environments • Design Language Systems • Cross-Functional Leadership • Complex Data & Time-Series Visualization

PROFESSIONAL EXPERIENCE

LIVE.AI (EVIL, INC.)

Co-Founder and Head of Experience | 2025

- Co-founded an agentic AI automation product focused on delegating multi-step workflows while preserving human oversight and control
- Defined experience architecture for **permission-gated autonomy**, including explicit consent, scope boundaries, and escalation paths
- Designed task-education and onboarding flows, clarifying what the system would do, when it would act, and where it would stop
- Implemented error-recovery and handoff patterns supporting safe failure, interruption, and resumption of autonomous processes
- Partnered closely with engineering to align system behavior, UI, and capabilities as the product evolved
- Exited following company merger

QUINTRACE (QUINBROOK INFRASTRUCTURE PARTNERS)

Lead UX Designer | 2023 – 2024

- Led experience design for an enterprise platform supporting **renewable energy operations in regulated infrastructure environments**
- Designed operator and executive dashboards integrating **time-series, operational, and regulatory data** for real-world decision-making under constraints
- Built workflows for tracking energy generation, storage state, and **carbon certificate lifecycles**, where accuracy and auditability were required

- Focused on reducing cognitive load for operators managing complex, longitudinal systems rather than optimizing for speed or surface-level usability
- Partnered closely with engineering, data, and domain experts to translate infrastructure complexity into **legible, trustworthy interfaces**
- Established scalable design patterns to support platform growth while maintaining consistency across regulated use cases

ELECTRONIC ARTS

Director of Experience Design | 2021 – 2022

- Led experience design and research for large-scale social and creation systems spanning **console, PC, and mobile platforms**, operating at a global scale
- Designed identity and progression systems supporting **millions of users worldwide**, with a focus on long-term engagement, behavioral clarity, and self-expression
- Partnered with product and engineering leadership on platforms contributing to **\$100M+ in annual revenue** during a period of portfolio expansion and live-ops complexity
- Explored cross-team experience patterns intended to reduce fragmentation across products, surfacing organizational and platform constraints that limited system-level unification
- Investigated relationships between player identity, purchasing behavior, and brand perception, including how individual choices shape meaning and social signaling
- Developed early concepts for integrating real-world brands as participatory systems rather than static sponsorships, positioning games as channels for **brand discovery, education, and feedback**

KORN FERRY DIGITAL

Lead UX Designer, AI Platforms | 2017 – 2021

- Principal designer for AI-powered talent intelligence and assessment platforms deployed across **Fortune 500 organizations globally**
- Led experience architecture for systems supporting **high-stakes people decisions**, including hiring, leadership assessment, and succession planning
- Designed **interpretable AI feedback and explanation workflows** to make model outputs legible to non-technical decision-makers
- Built enterprise dashboards synthesizing **behavioral, narrative, and performance signals** to support judgment under uncertainty
- Partnered with engineering, data science, and product leadership to translate advanced AI capabilities into **accountable, human-centered workflows**
- Contributed to product launches that reached **profitability within approximately six months** during a period of enterprise adoption and platform scale-up
- Awarded **six U.S. patents** related to multimodal AI feedback, behavioral analysis, narrative intelligence, and time-aligned interpretability

CARE.COM

Head of Social Experience | 2015 – 2017

- Led design of social experience patterns intended to bring families and caregivers into clearer, more intentional conversation

- Focused on how users present themselves, interpret intent, and establish expectations before engagement
- Designed interaction and framing mechanisms to reduce misunderstanding and misaligned assumptions in a two-sided marketplace
- Explored how social context, visibility, and communication influence trust formation without relying on hard verification or enforcement
- Worked within the limits of a marketplace where trust is emergent and negotiated between people rather than fully controlled by the platform
- Prioritized clarity of roles, norms, and communication over mechanized trust signals or growth-driven interaction design

EARLY CAREER & DESIGN LINEAGE

Senior Art Director / UX Lead / Design Director | 2003 – 2015

- Held senior design and leadership roles at Yahoo, LinkedIn, Gaia Online, and early-stage startups across consumer, social, and platform products
- Led work on identity, onboarding, community, and expression systems serving **millions of users** across large-scale platforms
- Designed early social, mobile, and video-based experiences exploring how people represent themselves and interpret others digitally
- Founded and led design for a short-form video application that reached **~200k users in approximately three months**
- Built and scaled design teams and systems supporting long-lived products and evolving platforms

RECOGNITION & AWARDS

- **Best Carbon Reporting Software**, 2024 ESG Investing Carbon Awards
Quintrace platform recognized for pioneering hourly carbon tracing aligned with EnergyTag V2 standards
- Additional design awards and recognitions across enterprise, platform, and social systems work (details available upon request)

EDUCATION

ArtCenter College of Design — BFA, Honors

California Institute of Technology — Postgraduate Study, Artificial Intelligence and Machine Learning

PATENTS

- Six issued U.S. patents (2021–2025) related to multimodal AI feedback, behavioral analysis, emotional signal modeling, narrative intelligence, and time-aligned interpretability.
- Selected patents include: US 11,868,965 · US 11,403,598 · US 11,182,747 · US 11,120,405 · US 11,107,041