

## JOHN FRANCIS DEYTO

Senior Product Designer · Human–AI Interaction · Trust & Decision Systems  
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I design the layer between human judgment and AI capability — where trust is built or broken, where authority is defined, and where outcomes are accountable. Twenty years of experience across enterprise, regulated infrastructure, and AI-powered products. Six issued U.S. patents in multimodal AI feedback and interpretability. I work best on hard problems where the design decisions actually matter.

### WHAT I DO WELL

Human-in-the-loop workflow design  
AI output explanation & interpretability UX  
Trust formation & authority models  
Decision-critical & regulated product design  
Agentic systems & autonomy boundaries  
Complex data visualization & dashboards  
Interaction prototyping (Figma)  
Cross-functional design leadership

### EXPERIENCE

#### Co-Founder & Head of Experience · LIVE.AI (Evil, Inc.) 2025

Co-founded an agentic AI automation product built around one principle: users should be able to delegate real tasks to an AI system while staying in full control of every step.

- Designed the core delegation model — users record an action sequence they want automated (AFK workflows), activate it on demand, and receive clear visibility into what the agent accomplished while they were away.
- Designed a second product enabling users to interpret, remix, and republish games using AI — with real-time editing, QA integration, and a platform for publishing their version — returning creative control to the user.
- Built permission-gated autonomy patterns throughout: explicit consent flows, defined scope boundaries, escalation paths, and safe interruption and resumption for autonomous processes.
- Partnered directly with engineering to align system behavior, UI, and capability as the product evolved in real time. Exited following company merger.

#### Lead UX Designer · QuinTrace (Quinbrook Infrastructure Partners) 2023 – 2024

Designed the experience layer for a regulated enterprise platform supporting renewable energy operations — where accuracy, auditability, and operator trust were not optional.

- Designed operator and executive dashboards integrating time-series, generation, storage, and carbon certificate data for real-world decisions under regulatory constraints.
- Built the UX for hourly carbon tracing aligned with EnergyTag V2 standards — the first platform to achieve this level of granularity — recognized as Best Carbon Reporting Software at the 2024 ESG Investing Carbon Awards.
- Focused on reducing cognitive load for operators managing complex longitudinal systems, prioritizing legibility and accountability over surface-level usability.
- Established scalable design patterns to support platform growth across regulated infrastructure environments.

#### Director of Experience Design · Electronic Arts 2021 – 2022

- Led experience design for large-scale social and creation systems across console, PC, and mobile — operating globally at a scale of millions of concurrent users.
- Designed identity and progression systems focused on long-term engagement, behavioral clarity, and meaningful self-expression.
- Partnered with product and engineering leadership on platforms contributing to \$100M+ in annual revenue during a period of live-ops complexity.
- Investigated relationships between player identity, purchasing behavior, and brand perception — including how individual design choices shape meaning and social signaling at scale.

## **Lead UX Designer, AI Platforms** · Korn Ferry 2017 – 2021

Principal designer for AI-powered talent intelligence and assessment platforms deployed across Fortune 500 organizations globally — high-stakes systems where design directly shaped consequential decisions about people.

- Invented and designed a multimodal AI feedback system that scores a user's recorded response across emotional signal, vocabulary grade level, and speaking fluency — then generates an edited version of their recording with errors removed, so they can hear a better version of themselves. Six U.S. patents issued.
- Designed interpretable AI explanation workflows making model outputs legible and actionable for non-technical decision-makers across hiring, leadership assessment, and succession planning.
- Built enterprise dashboards synthesizing behavioral, narrative, and performance signals to support high-stakes judgment under uncertainty.
- Contributed to product launches that reached profitability within six months during a period of rapid enterprise adoption and platform scale.

## **Head of Social Experience** · Care.com 2015 – 2017

- Led design of social experience patterns to bring families and caregivers into clearer, more intentional communication in a trust-sensitive two-sided marketplace.
- Designed interaction and framing mechanisms to reduce misunderstanding and misaligned expectations before engagement — where trust is emergent and negotiated between people, not enforced by the platform.

## **EARLIER CAREER**

### **Senior Art Director / UX Lead / Design Director** · 2003 – 2015

Senior design and leadership roles at Yahoo, LinkedIn, GaiaOnline, and early-stage startups across consumer, social, and platform products. Led identity, onboarding, and expression systems at global scale. Founded a short-form video application that reached ~200k users in three months. Won Addy Award for Yahoo's first integrated brand experience.

## **EDUCATION**

BFA with Honors · ArtCenter College of Design, Pasadena

Postgraduate Study, Artificial Intelligence & Machine Learning · California Institute of Technology

## **PATENTS**

Six issued U.S. patents (2021–2025) in multimodal AI feedback, behavioral analysis, emotional signal modeling, narrative intelligence, and time-aligned interpretability.

US 12,265,951 · US 11,868,965 · US 11,403,598 · US 11,182,747 · US 11,120,405 · US 11,107,041

## **RECOGNITION**

- Best Carbon Reporting Software — 2024 ESG Investing Carbon Awards (QuinTrace)
- Addy Award — Integrated Brand Experience, Yahoo! (2006)
- CEA — Integrated Media Campaign, Yahoo! (2006)