

JONNIE ROZIN

PRODUCT MANAGER | CONSUMER AI EXPERIENCES | 0-TO-1 & MOBILE PRODUCTS

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SUMMARY

Product manager who builds consumer AI experiences end to end. Took an LLM-powered product 0 to 1 from idea to public launch in 2 weeks and scaled it to 7,000+ users across 100+ countries, integrating generative AI into everyday user workflows and designing how model output is communicated to non-technical people. Works hands-on in the codebase, and has shipped mobile product inside a large hardware organization.

EXPERIENCE

NoViolation | *Founder / Product Lead*

2024 - Present

- Conceived, built, and launched an LLM-powered policy risk platform for TikTok Shop creators, defining the product vision and taking it 0 to 1 from idea to working MVP in 1 week, public launch in 2 weeks, and the first 500 users within 2 months of the initial launch.
- Integrated generative AI into an everyday creator workflow, turning a manual, high-anxiety compliance check into a scan-and-review flow run nearly 20,000 times that protects creator storefronts generating tens of thousands in revenue from bans and takedowns.
- Creators were getting raw risk scores with no explanation from TikTok and consistently misreading them; designed plain-language explanations, severity states, and clear next actions, plus an appeals path that has been used to get a wrongful violation overturned.
- The original automation could only read transcripts and mis-scored video as a result; recruited a CTO and led a ground-up rebuild in Cursor and Firebase so the product could both watch and listen to content, scaling from 500 to 7,000+ users across 100+ countries.

Flow (Series A, a16z-backed) | *Growth Design*

2025 - 2026

- Took over one of a few engineer-built acquisition pages, never tested and swinging from 0.2% to 0.7% conversion daily; stabilized it, earned the mandate to experiment across 10+ experiences at ~50K daily visits, and 100% of that traffic now runs on my experiences.
- Launched and A/B tested experiences that outperformed existing pages by 250%+ and increased schedule-a-tour conversion by 50%, driving the reallocation of \$20K+ in paid media per campaign toward the channels and landing experiences that actually converted.
- Pages shipped and were never looked at again, so I built an AI agent into the workflow to monitor 10+ pages, surface conversion leaks, and generate design-system variants in minutes rather than a ~3-hour manual process, producing 5-7 prioritized tests per page.

Jonniedesign (JBD) | *Founder / Lead Designer*

2023 - 2025

- Led 20+ product engagements for founder-led startups and established brands including Sanzo, running discovery and problem definition through product strategy, requirements, development oversight, and launch, sustaining roughly \$60K in annual revenue.
- Owned 0-to-1 delivery of new products including MaxFlow Products, translating an early-stage concept backed by significant investment and manufacturing support into a fully designed, developed, and launched Shopify storefront in just under 3 months.

Ford Motor Company | *Digital Product Designer*

2022 - 2023

- Drove product definition for a 100+ screen mobile product connected to vehicle hardware, working over 12 months inside an 18-person team of 6 designers, 10 engineers, and 2 Product Managers, from requirements and ideation through validation and final delivery.
- With founders, investors, and designers pushing competing directions, produced flows, prototypes, and implementation-ready specs at 10-15 interfaces per week; testing narrowed three directions to one shipped flow, with the camera view and control panel as my design.
- Partnered with Product Managers, engineers, and designers to build prototypes meeting accessibility guidelines, then validated with ~100 research participants, identifying flow confusion as the primary failure point and driving iterations that improved follow-through.

Seek Discomfort | *Director of Operations*

2020 - 2022

- Led product and e-commerce strategy in a business operations role, contributing to annual revenue growth from \$4M to \$6M while the company scaled from a 2-person core team to 6 employees, and reporting progress and trade-off decisions directly to the CEO.
- Identified a workflow bottleneck consuming ~30 hours per month, partnered with engineering to build and validate an automated MVP that cut it to ~5 minutes, then scaled it into a full dashboard that was used for 12+ months and helped prevent \$250K in losses.

PRODUCT & TECHNICAL SKILLS

AI & Consumer Product: Generative AI integrated into user workflows, LLM interfaces, AI agents, prompt engineering, AI feature prototyping with Cursor, Claude, and ChatGPT, model and API integration, designing for model uncertainty (explanations, confidence states, review loops)

Product: Product strategy, roadmaps, requirements and PRDs, 0-to-1 development, lifecycle management, prioritization, product metrics, experimentation, A/B testing, user research, accessibility, competitive and market analysis, stakeholder management, Agile

Technical & Platforms: Mobile product development, front-end development, APIs, Firebase, GitHub, Zapier automation, Datadog, Google Analytics, Microsoft Clarity, Figma, Shopify

EDUCATION

Michigan State University | Bachelor of Arts, Experience Architecture (UX/UI Design) | May 2019