

Jarrett Cogger

Staff Product Designer / Design Engineer

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SUMMARY

Product designer who ships production code. I spent three years at Greenlight, moving from Staff Product Designer to Director of Product Design, where I gave direction, reviewed work, and held the quality bar across a team of eight while carrying my own projects. AI tooling demands that same discipline, which is why I can now ship a product alone: design, front end, and data model. Since 2024 I have run Dyno Labs, where I have shipped a menu platform with a computed nutrition system, four production LLM agents, and an iOS app in external beta.

SKILLS

Design: Product design, design systems, interaction design, prototyping, design direction and critique, qual and quant research

Build: TypeScript, React, Next.js, Tailwind, Expo / React Native, Supabase, Postgres, Sanity, Vercel, Figma, Framer

AI Product: LLM product design, agent design, human-in-the-loop approval gates, evaluation and verification, retrieval and scoring, Claude Code, Cursor

Data: SQL, A/B testing and holdout studies, PostHog, FullStory, Looker

EXPERIENCE

Founder, Product Designer & Design Engineer

2024 – Present

Dyno Labs, Atlanta, GA

- **Product design and design engineering for founder-led teams.** Founded 2016, full-time since 2024. No project managers. Solo principal across hospitality, fintech, insurance, legal tech, and nonprofits. I sell the work, design it, and ship it. Clients include Livin, Billseye, 42Gen, Standard Giving, Fulcrum Equity Partners, and Permittable.
- **Livin (personal chef membership), retainer.** They had **160 ad clicks, zero conversions**, and no public menu page. The dish catalog sat in a legacy Bubble and Rails database: 503 recipes with unnormalized ingredient data.
- Made the architecture call (Sanity CMS with Next.js App Router) so it would also carry marketing, onboarding, and chef profiles later. Designed the schema for dishes, ingredients, cuisine tags, and dietary flags around how editors work rather than how engineers query. **Caught duplicate ingredient rows and inconsistent units before migrating.** Wrote the normalization pass and the migration script. The catalog now runs 600+ dishes against 1,000+ ingredients with nutrition profiles, producing 40+ computed health labels.
- Built the token pipeline (Figma MCP to primitives to semantic layer to Tailwind) so design changes reach code without manual transcription. Shipped the menu application in a nine-day sprint, design through production. That architecture call now carries **150+ landing pages off the same content model** on \$0 paid traffic, 80+ of them city pages across two metros. Also delivered the marketing site and onboarding engine.
- **Designed and shipped four production LLM agents** on the Eve framework, covering sales prospecting, content, recruiting research, and menu research & execution. Each runs on a schedule and reports into Slack.
- Designed for output that can be confidently wrong, which is what separates an LLM feature from a deterministic one. Put irreversible actions behind human approval, and moved constraints into machine-checked gates after the model ignored a written rule then certified it had followed it. Menu Scout researches candidate dishes weekly and stops there, because a wrong dish costs more than the automation saves.
- **Valet, a Dyno product, in open beta on iOS.** Learns the people a user cares about, then handles the gift, the date, and the timing. Expo, React Native, and Supabase, with a deterministic identity system covered by snapshot tests, a shared interest-graph library, and an iMessage concierge agent. [yourvalet.app](#).
- **Selected client work.** Permittable: site, brand identity, and the fundraising deck they raised their seed on. Billseye: prototyped an AI firm dashboard modeling 87 attorneys against realization rate, captured hours, and write-offs. 42Gen: defined the early product for Argo, their insurance underwriting platform, including where AI connects across the asset schedule and claims. Suprema: an AI hair analysis flow across an Expo app and a Next.js surface sharing one API, in build.

Director of Product Design

2023 – 2024

Greenlight, Atlanta, GA

- Directed **eight product designers**, then **the cross-functional group** covering user research, content design, design systems, and design program management, across roughly **15 concurrent projects** while carrying my own design work. **Handed the design team to a new manager and coached them into the role.** Ran design jams and workshops instead of reviewing from a distance.
- Led 0-to-1 discovery and concept design for what shipped as Greenlight Family Shield**, the company's protection product for older adults. Worked directly with the cofounder and C-suite months before a product team existed, turning a rough business idea into mockups the company could commit to.
- Led the design of Greenlight's embedded experience for U.S. Bank**, the first financial institution to offer Greenlight inside its own app. June 2024. When it ran late over the holidays, I finished it alone.
- Defined new product offerings with the C-suite and sales team ahead of any build, presented the work to the CEO, and built concept decks leadership took to tier 1 banks.
- Rebuilt how the department ran** with the VP of Design and a new program manager: a kickoff, a design plan, and named reviewers on every project, replacing one designer and one PM on everything. One growth request then took ten hours, because the process caught that another team had already built the component.

Staff Product Designer

2021 – 2023

Greenlight, Atlanta, GA

- Owned Greenlight Level Up, a financial literacy game, from strategy through final design with the Senior Product Manager.
- 5.4x higher goal creation** among kids who completed at least one lesson (37.6% vs 6.9%). **Kids saving nearly doubled** (80% vs 43%). **Family retention 3ppt higher** than families who did not play.
- Facilitated workshops that surfaced what the team actually wanted to build, then presented findings that convinced leadership the existing approach was wrong. Won buy-in for a new direction.

Lead Instructor, User Experience Design

2020 – 2021

General Assembly, Atlanta, GA

- Taught user research, strategy, interaction design, and visual design across 4 full-time and 15 part-time cohorts plus 30+ workshops.
- Wrote and launched the curriculum for the first remote full-time UX bootcamp. **Awarded distinguished instructor**, with the highest NPS of any full-time instructor in the company across two quarters.

iOS UX/UI Designer

2016 – 2017

Big Nerd Ranch, Atlanta, GA

- Designed and shipped iOS work for a banking application. Presented to stakeholders and engineers alongside the lead designer.

UX Manager

2016

Hatchworks (client: AT&T), Atlanta, GA

- Led two designers building a logistics dashboard for shipping companies. Owned sprint scope with product and engineering.

Earlier: Contract product design through Dyno Labs (2017 – 2021) for early-stage startups and nonprofits, including Loupe Art's digital asset management MVP. Education Production & Outcomes, General Assembly (2014 – 2016): trained instructors to the company's highest average student NPS. Founder, Product Designer & Manager, Pavo (2012 – 2014). Residential Education & Advising, Morehouse College (2009 – 2013).

MENTORSHIP

- Goodie Nation** (2021 – 2023), Portfolio Manager. Ran accountability groups and one-on-ones for ~15 Google for Startups founders.
- Techstars** (2022 – 2023), Mentor. Met weekly with an early-stage founder on product and design strategy.

EDUCATION

- MBA, Business Administration · Georgia State University
- BA, Business Administration · Morehouse College
- Doctoral Studies, Education Administration · Clark Atlanta University