Jaylon Ballard

Product leader, designer, and builder

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PROFILE

Product leader with more than six years across education, healthcare, mobility, and startups. I lead discovery and roadmaps, design the experience, and build working prototypes, increasingly with AI. I run U3 Labs, an independent product studio, where I take products from first idea to launch.

EXPERIENCE

Lead Product Manager · CES-LINKS — Jan 2026 – Present · Remote

- Lead product strategy and discovery for a unified PreK–12+ platform that brings enrollment, instruction, assessment, communication, and operations into one system, preparing for a pilot launch with partner schools.
- Led product during a two-week on-site discovery trip to a state school for the deaf and blind.
- Oversaw a task-based usability study of Curriculum Builder, run by our lead designer, and prioritized every fix it surfaced into the backlog.
- Took part in accessibility discovery with a braille and assistive-technology specialist, surfacing that drag-and-drop flows need keyboard and screen-reader alternatives.
- Observed instructors building assessments and curriculum to capture pain points, such as overlapping assessments across programs and IEP progress tracked on paper, and turned them into product requirements.

Founder · U3 Labs — Jul 2025 – Present · Remote

- Run an independent product studio covering strategy, research, experience design, and technical prototyping for studio products and client work.
- Designed and built the Museum of Nonhuman Art, a digital institution that exhibits creative work by AI systems and runs on automated workflows.
- Designed and built Wellspring, a study product for reading Scripture closely, exploring connections, and preparing teaching, with a full library and reader.
- Build with AI coding tools: I set direction, review every change, and make the product calls.

Founder · National Gridball League — Mar 2025 – Present · Orlando, FL

- Created Gridball, an original co-ed team sport evolved from four square, including its rules, court specification, quadrant rotation system, and scoring.
- Wrote the competition operations: official rulebook, game officials handbook, and scorer's table handbook, each through many revisions.
- Designed and built the league's sports technology: a live scoring console, broadcast graphics, and a match simulator used to test rules before playtesting.
- Developed the brand and digital presence; preparing for formal playtesting.

Product Manager · VisualDx — Jun 2024 – Apr 2025 · Remote

- Owned the mobile engineering backlog in Jira and led standups, sprint planning, and sprint reviews.
- Led a usability study for a mobile home screen redesign and co-designed UI concepts with the Principal Design Engineer.
- Introduced AI-assisted rapid prototyping into the product workflow, using LLMs to generate interactive prototypes for exploration.
- Created Dr. AIDA, a natural-language diagnostic assistant concept; presented it to executive leadership at the VP of Product's request, and it was advanced for production consideration.
- Built DxScholar, a generative prototype that simulated patient interactions for medical-school training, and worked with clinical stakeholders on the ethics and regulation of generative AI.

Product Designer · VisualDx — Jan 2023 – Jun 2024 · Remote

- Led an A/B usability study of the VisualDx mobile app whose findings shaped the final design.
- Built and maintained a design system that cut design iteration time by about 30%, and designed flows that reduced user errors by about 10%.
- Produced wireframes and prototypes for stakeholder decisions and worked with developers on accurate implementation.

Lead Product Designer · Limitless Minds — May 2022 – Oct 2022 · Orlando, FL

- Joined a new engineering pod after seed funding; facilitated a leadership workshop on product vision, user problems, and a first roadmap.
- Helped prototype and ship three MVP features in the team's first month: onboarding, livestream events, and a user feed.

Product Designer · Uber (contract via Matchpoint Solutions) — Mar 2022 – May 2022 · Remote

- Ran competitive analysis and designed mid- and high-fidelity prototypes for the rider wait experience.
- Design improvements were projected to reduce rider cancellations by 20%.

Earlier · UX Designer, Simple Tech Talk · Frontend Developer, Traci Lynn Jewelry — 2017 – 2019

SKILLS

Product	Discovery, roadmapping, prioritization, usability testing, accessibility, stakeholder alignment
Design	Interaction design, prototyping, design systems, information architecture, Figma
Build	HTML, CSS, JavaScript, AI-assisted development with Claude and Codex, Jira

EDUCATION

Full-stack web development, Wyncode Academy, Miami
Recording Engineering, Full Sail University (coursework)