

January 2025

Hello, I'm

Jonathan Kyle Hobson

AI-Focused UX Researcher | Product Strategist

**Harnesses Artificial
Intelligence** to turn **real human
needs** into **real-world impact.**

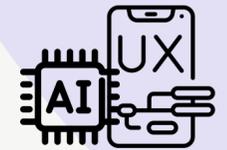


Career OBJECTIVE

Aim is to bridge the gap between cutting-edge AI technology and real human needs. Leading research backed design, and strategy that make complex tools truly accessible, ethical, and impactful.

Specialize in turning user insights into action, driving engagement and adoption through human-centered AI, and shaping products that earn trust in high-stakes environments.

With a proven record of delivering 35%+ engagement gains, conducting research with over 2,000 users in a single study, and building scalable processes I aim to lead teams and organizations at the intersection of innovation, empathy, and measurable business impact.



2024
User
Experience
Research



2020
Arizona
State
University



2017
Travel
Documentaries



2014
Videography



2010
Northern
Arizona
University

Career **SNAPSHOT**

10,000+

Users

Impacted

35%+

Engagement

Increase

20+

Projects Led

3,000+

Feedback

Interactions

15+

Research

Methods

2,000+

Users; one

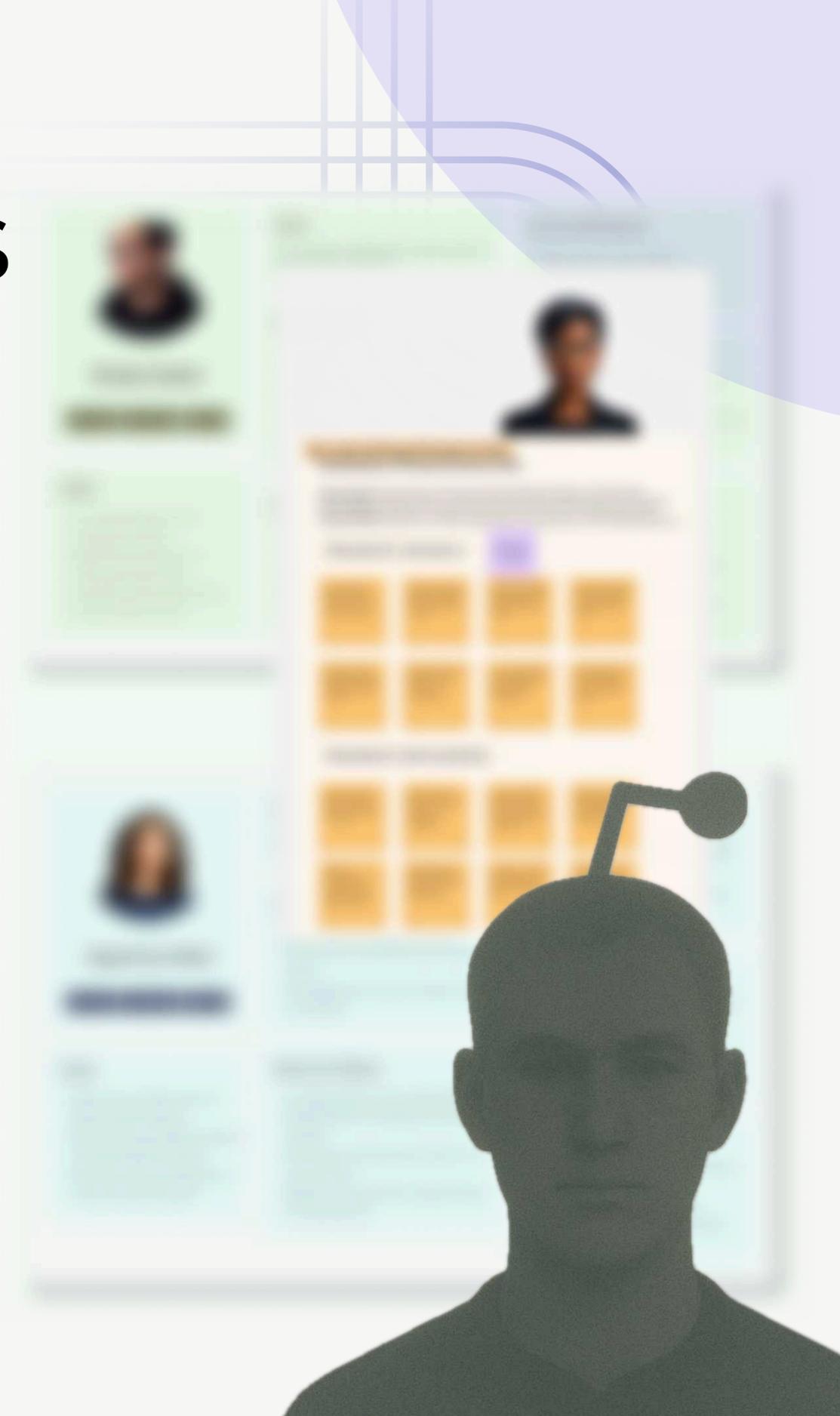
project

Listening Between the Lines

A Netnography Research Project | Who really are our privacy personas?

Problem: Who is Oak's target personas within privacy-conscious communities, and what features will best meet their needs?

Challenge was the internal "fog" around who the real user is.



Listening Between the Lines

A Netnography Research Project | How We Tackled the Unknown

1 week of passive observation and trend mapping.

1 week of active engagement and conversations.

400~
Posts

3
Subreddits

evaluated resulting in

50 distinct insights

and **4** distinct personas

all tracked and synthesized in Dovetails

1,000+
Comments

Prompts from posts made to engage the community.

Posted

Is It a Dealbreaker for You if a Site Only Offers Google/Apple Sign-Ins?

Does Anyone Else Feel Torn About Brands Wanting to Be Transparent but Also Needing Privacy?

Hot Take: I Don't Think Anyone Actually Reads Privacy Policies, and That's Exactly What Companies Want

Looking for Companies with User-Friendly Privacy Bill of Rights or Simplified

Synthesized observations, findings, and insights in Dovetails.

Community Tracking Spreadsheet

Persona Overview

Observational Checklist for Niche Communities

r/Parenting - Sept 30th

r/Privacy - Sept 27th

Strategic Objectives Addressed

Field and Tag Structure Overview

r/Privacy - Cover - 28th | 1

r/Privacy - Sept 28th | 2

r/Privacy Quotes - Sept 27th

r/Privacy Case Studies Posts - Sept 28th

r/Privacy - Sept 27th Raw Data

r/Privacy - Hot Discussion - Sept 28th Raw Data | 1

r/Privacy - Popular Posts - Sept 28th Raw Data | 2

r/Privacy - Top Content - Sept 28th Raw Data | 3

Listening Between the Lines

A Netnography Research Project | What We Learned

We mapped the privacy-first mindset to realize the audience was too niche and skeptical for product-market fit.

Planned interviews and deeper research were halted.

Oak reoriented its product and messaging. Prioritizing segments where adoption was possible.

Outcome: We saved time, avoided sunk cost, and modeled true user-centered strategy.

Team workshop conducted with stakeholder to report findings.



Ethical Guardian

“Privacy isn’t just for me; it’s a principle I stand for”

Dedicated, Ethical, Vigilant

Strongly values ethical practices and data autonomy.

90 Distinct Observations

Informed User Personas that were developed.

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

Problem: How do you turn a passionate social justice audience into engaged, actionable, or contributing community members?

Qasim Rashid's audience was deeply passionate. But we didn't know how they really wanted to act, engage, or support.

Supporters weren't converting to paying members or taking consistent action.

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

Led survey design, launch, and analysis

Recruited a diverse audience through multi-channels

Balanced quantitative and qualitative questions

1,781
Participants

649
Open Ended
Responses

1,459
Complete Results

evaluated resulting in **41**
identified **pain points** and
42 actionable **insights**
all completed in under 3 weeks.

Please provide a response

Which platforms do you follow or subscribe to Qasim Rashid on? (Select all that apply)

- Substack/Email (Free Subscriber)
- Substack/Email (Paid Subscriber)
- Twitter/X
- Instagram
- Facebook
- Threads
- Youtube
- TikTok
- Mastodon
- BlueSky
- All of the Above
- Other (please specify)
- None of the above (Do not follow Qasim Rashid)

12:29

Which platforms do you follow or subscribe to Qasim Rashid on? (Select all that apply)

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- Substack/Email (Paid Subscriber)
- Twitter/X
- Instagram
- Facebook
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- Youtube
- TikTok
- Mastodon
- BlueSky

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight



Oak & Qasim: Empowering Value-Driven Actions

9% Survey Completion

How often do you advocate for issues and causes with direct or indirect action?

(e.g., signing petitions, donating, contacting officials, volunteering, attending protests, supporting changemakers)

- Never – I'm not interested in taking action
- Never – I want to take action, but I encounter challenges
- Rarely (1-2 times per month)
- Sometimes (1-2 times per week)
- Often (3-5 times per week)
- Almost always (Daily or multiple times a day)



James Rankin James Rankin Mar 6

♥ Liked by Qasim Rashid, Esq.

I liked this survey. The questions were more relevant & easier to answer than most surveys.

♥ LIKE (1) 💬 REPLY (1)

🔗 SHARE



Qasim Rashid, Esq. Mar 7

Author

Glad to hear that. Thanks for filling out.

♥ LIKE (1) 💬 REPLY

🔗 SHARE

Shaping Strategy Through Voices

A Survey Research Project | Turning Noise Into Insight

Delivered Real-World Impact and Enabled Ongoing Research

Confirmed a viable, motivated audience for our product, influencing both feature prioritization and funding pitches.

Added **400+** engaged users to our marketing and research panel creating a reliable cohort for future surveys, interviews, and usability tests.

Rapidly filled focus groups and completed follow-up interviews to validate product direction

Delivered recommendations now being implemented (Action Hub, enhanced user voice)

Data used in funding pitches and strategic decision-making

Table of Contents

Section 1: Focus Groups

- Deep-dive conversations **exploring emotional, cognitive, and behavioral patterns**
- **Subscription hesitation** & value perception
- Overwhelm, sharing fears, and **motivation gaps**
- **Feature requests** & content structure needs
- Emotional resonance and **quotes that drive action**

“Seeing that things actually get done and my action makes an impact. Most times I **feel like I’m just shouting into the void** ... because my representatives continue to do nothing, or actively perpetuate harmful policies.”



Section 2: Survey

- Quantitative insights **from 1,459+ respondents**
- Demographics & identity
- Platform preferences & **engagement habits**
- **Barriers to action** and paid support
- Trust dynamics & **CTA effectiveness**

Section 3: Phase 1 Research

- Early investigation into **Qasim’s challenges**, audience behaviors, and platform friction
- **Audience pain point** scenarios
- Storyboard: Action Support Hub
- Engagement & algorithm issues
- Workflow and communication overload

Barriers to Becoming a Paid Subscriber

- [REDACTED] say they **can't justify the cost right now** or have **other financial constraint**.
- [REDACTED] feel they **get enough value from the free content** or **don't see the value added**.
- [REDACTED] are **already subscribed to too many paid platforms** or are **overwhelmed**.
- [REDACTED] are **planning to subscribe** in the future.

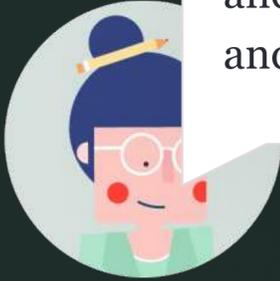
Some users expressed concerns about Qasim's perspectives or Substack's policies, with a [REDACTED] preferring alternative platforms [REDACTED].



Audience that is Overwhelmed but Seeking Clarity



“Most of us would like a focused way we can make a difference/ take action and **information overload isn't it.**”



“I stopped using social media because **I found the noise overwhelming.** I paid for a subscription to his newsletter and rely on it for relevant news and actions to take.”



“It's extremely important that we hear the ways that our resistance is making a difference or about how others' efforts are making a difference.”



“I don't like to miss anything, but I also **dread opening his emails** because of the sense of overwhelm.”



“I want to contribute, but I don't know what I don't know.”