

John Inniger

Founder | AI Design Leader | Cross-Industry Builder

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Summary

I'm a founder and design executive with a decade of product and design experience leading cross-functional teams and delivering AI-driven platforms across aviation, manufacturing, enterprise, and consumer markets. Known for turning early concepts into scalable, funded, and award-winning products through a blend of design intuition, technical fluency, and strategic execution.

Over less than ten years, I have:

- **Launched six 0-to-1 software platforms** across four industries by age 32.
- **Directed AI product portfolios** adopted by **Fortune 500 manufacturers** and **government agencies**.
- **Founded and led high-impact teams** of engineers, designers, and product managers building **human-in-the-loop AI systems** for industrial and frontline workforces.

Expertise:

Applied AI productization | Human-centered systems design | Cross-functional Leadership | Knowledge-graph/RAG architecture | Scaled design operations | Go-to-market and pilot strategy

Experience

Line Lead | Founder & CEO

Nashville, TN | Jul 2025 – Present

- Founded and lead Line Lead, an AI assistant and execution layer for Quick Service Restaurants (QSR) integrating voice recognition, retrieval-augmented generation, and operational data to deliver real-time training and compliance support.
- Secured enterprise design partnerships with NoBaked Cookie Dough, Winans Coffee & Chocolate, and GrayCo McDonald's to validate business value and inform pilot deployments.
- Directed cross-functional engineering and design teams to deliver an MVP in under 90 days, improving crew onboarding speed by 40% and reducing two-week employment churn by 70%.
- Built investor and enterprise pipeline through collaborations with Fresh KDS and the Donatos family network; positioned company for a \$500k pre-seed raise at a \$2.5 M valuation.
- Defined long-term product vision and market thesis establishing Line Lead as the operational intelligence layer for QSR brands seeking hands-free, AI-driven execution.

Delta Bravo AI | Director of Product

Remote | Jan 2025 – Present

- Joined industrial-AI company to lead product direction and design from concept through commercial rollout across three flagship applications, Data Mentor, Aquaspec, and PermitPro
- Delivered enterprise adoption: Data Mentor piloted by BMW, Idahoan, Nucor Steel, and Nephron Pharmaceuticals; selected as the standard AI platform for Ohio MEP.
- Drove public-sector success: Aquaspec awarded an NSF Phase II grant under my product leadership; PermitPro chosen as AI provider for the South Carolina Department of Environmental Services.
- Scaled design-ops and validation loops across engineering and data-science teams, cutting delivery time 45 % and enabling faster time-to-market.
- Served as executive interface between enterprise clients, NSF reviewers, and internal leadership to align technical delivery with strategic objectives.

Storyboard | Director of Product Design

Remote | Nov 2021 – Dec 2024

- Directed company pivot from podcasting to human-centered voice chat, increasing user-generated content 4x and engagement 3x. [\[Link to Case Study\]](#)
- Developed scalable design-sprint framework with stakeholder syncs, iterative prototyping, and usability testing, reducing design delivery time 50%.
- Designed accessibility-first platform leveraging ML pipelines for real-time translation and audio-visual redundancies, enabling hands-free use for truck drivers and users with disabilities.
- Partnered with Amazon Logistics on “The Dispatch,” a white-labeled communication platform connecting more than 400k DSP drivers weekly. [\[Link to Case Study\]](#)

Contour Airlines | Design Manager

Smyrna, TN | Nov 2016 – Oct 2021

- Led UX strategy for Contour’s Internet Booking Engine (IBE) and mobile app, adding interline connectivity and self-serve changes that increased booking conversion 40%. [\[Link to Case Study\]](#)
- Defined and launched complete rebrand—including livery, uniforms, and in-flight experience—that doubled new-route contracts year-over-year.
- Conducted journey-mapping and usability testing to remove critical pain points, reducing booking abandonment 20%.
- Collaborated with executive leadership on commercial initiatives such as Super Saver Fares and a Priceline partnership to expand ancillary revenue.

Education

Belmont University — B.B.A. in Entrepreneurship, 2016

NCAA Division I Track & Field Athlete | Alpha Tau Omega – Risk Management Officer

Skills

Design: Figma, Adobe XD, Adobe Illustrator, Prototyping, Wireframing, Usability Testing, User Research, UI Design, UX Strategy, User-Centered Design, Design Sprints

Tools: Jira, GitHub, Notion, AirTable, Google Analytics, Cursor, Memex, Framer, Webflow

Methods: Design Thinking, Agile Development, A/B Testing, Accessibility (WCAG Compliance)

Interests: Applied AI, Airlines and Travel, Transportation, Music and Audio Technology, Communications, Sports, Health and Fitness, Artificial Intelligence