

# William Weems

Chief AI Officer | Trusted, Enterprise-Scale AI Platforms | Atlanta, GA

[william.weems@gmail.com](mailto:wiliam.weems@gmail.com) | 706-224-4104 | [dubsthecreator.com](http://dubsthecreator.com) | LinkedIn: [@dubsthecreator](https://www.linkedin.com/in/dubsthecreator)

## EXECUTIVE SUMMARY

Chief AI Officer and senior technology executive with 25+ years of experience building, governing, and scaling intelligent systems across enterprise, regulated, and public-sector environments. Background combines AI systems architecture, product and platform leadership, and human factors engineering with hands-on experience leading and scaling businesses across fintech, healthcare, automotive, arts and sciences, STEM, and other regulated environments.

## AREAS OF EXPERTISE

AI Systems & Architecture | Agentic and Multimodal Platforms | AI Governance, Risk & Compliance | Secure & Regulated Systems | Human Factors & Behavioral Design | Product & Platform Strategy | Enterprise SaaS & Distributed Systems | Business Operations & Go-to-Market Leadership

## PROFESSIONAL EXPERIENCE

### Piceus

Founder & Chief AI Officer | 2025 – Present

- Led governance, security posture, and operational deployment of enterprise AI systems in regulated and high-trust environments
- Architected agentic and multimodal AI platforms designed for auditability, access control, and enterprise adoption
- Established AI security, privacy, and compliance controls across data, model, and platform layers
- Directed integration of AI systems into operational workflows supporting risk intelligence, compliance analytics, and executive decision support
- Aligned executive, legal, security, and engineering teams to operationalize AI governance across the platform lifecycle

### Ping Technologies

Founder & Chief Product Officer | 2019 – 2025

- Founded and led AI-driven, API-first platforms across payments, Web3, analytics, gaming, and engagement systems
- Designed secure digital wallet infrastructure, token systems, rewards engines, and real-time engagement mechanics
- Architected modular gaming and social interaction systems enabling progression, simulations, and community participation
- Established privacy, security, and compliance frameworks supporting enterprise onboarding
- Owned product vision, roadmap, and execution while leading cross-functional teams and investor collaboration

## **BuzzCo Holdings / BuzzCorp Technologies**

Founder & CEO | 2022 – 2025

- Built and operated a multi-vertical ecosystem combining white-label SaaS platforms with a creative and brand studio
- Developed modular platform layers for identity, analytics, engagement, and community systems
- Integrated product, brand, and community strategies into a cohesive operating model
- Led teams, partnerships, and capital strategy to execute revenue-generating initiatives across gaming, fintech, and creator economies
- Oversaw GameMAX as a core product initiative within the BuzzCo / BuzzCorp ecosystem

## **Force Marketing / Helix Technologies**

Product Director | 2019 – 2022

- Directed AI-enabled automotive SaaS platforms leveraging VIN-level and behavioral data across enterprise dealer networks
- Led cross-functional teams integrating automation, analytics, and operational tooling
- Improved data governance, platform security, and system reliability
- Supported go-to-market execution across sales, marketing, and enterprise clients
- Contributed to a platform recognized with the NADA Tech Award for Innovation

## **DoMyOwn**

Product Design Director | 2014 – 2017

- Led UX, product, and marketing strategy for a high-growth e-commerce business with direct P&L impact
- Scaled revenue from \$14M to \$64M in two years through platform redesign and optimization
- Built AWS-backed infrastructure and dynamic shipping systems
- Partnered with Bayer and Monsanto on product expansion and growth initiatives

## **Aces Health**

Product Lead / Senior UX/UI Designer | 2017 – 2018

- Built HIPAA-compliant healthcare platforms for pharmaceutical and research organizations
- Designed a first-of-its-kind Safe Contract system for compliant research participation
- Led UX/UI across iOS, Android, and web platforms
- Designed secure, research-driven interfaces for clinical environments

## **TripFiles**

Senior UX/UI Designer & Product Lead | 2018 – 2019

- Designed a private social travel platform for a high-profile client
- Introduced monetization features that transformed the business model
- Led UX/UI design across iOS and Android platforms
- Delivered developer-ready assets and app store marketing materials

## **Amplifi**

Lead Designer | 2018

- Redesigned and custom-coded a cloud data management platform
- Built responsive, SEO-optimized web experiences
- Created branded collateral supporting multi-million-dollar enterprise partnerships

## **Banyan Hills Technologies**

Senior Product Designer / UX/UI Lead | 2018

- Led UX/UI for complex SaaS and industrial systems
- Designed animated interfaces, marketing assets, and application components
- Delivered developer-ready assets for engineering teams

## **NBC Comcast / Cox Media – Rio Olympic Games**

Lead Editorial Marketing Designer | 2016

- Led design for Olympic coverage across Xfinity platforms
- Delivered live scores, real-time event content, and immersive CTV experiences
- Managed CMS workflows and broadcast-grade SEO tagging

## **University of Virginia – African American Studies**

Lead Consultant | 2016 – 2018

- Led development of a civil rights digital storytelling and education platform
- Directed design, branding, and WordPress development
- Managed video, music, and documentary production workflows

## **DevStar**

Technology Design Consultant | 2016

- Designed and developed responsive web and mobile platforms for national clients
- Implemented geolocation systems supporting nationwide operations
- Delivered branding, SEO/SEM, analytics, and digital tracking systems

## **LexisNexis**

Senior UX/UI Designer / Human Factors Engineer | 2013 – 2014

- Led integration of risk, fraud, and security platforms into a unified system
- Designed law enforcement tools for real-time geographic crime tracking
- Applied human factors engineering in high-risk, compliance-heavy environments

## **Cardlytics**

Senior UX/UI Designer & Product Platform Lead | 2012 – 2013

- Designed a secure fintech platform embedded within tier-one banking applications
- Built dashboards, approval workflows, and analytics systems
- Collaborated with banks and engineering teams to deliver compliant solutions

## **Red Cedar Solutions Group / Copper Run Capital**

Design Director | 2010 – 2012

- Designed statewide education data analytics platforms in Michigan
- Built dashboards and secure data environments for K-12 and higher education
- Developed a white-label corrections platform for inmate and parolee tracking

## **AT&T / Wipro Technologies**

Mobile UX/UI Designer | 2010

- Designed first-generation smartphone UX/UI frameworks
- Produced detailed design documentation for offshore engineering teams
- Collaborated with product and engineering leadership on platform direction

## **Dr. Oz / ShareCare**

Senior UX/UI Designer | 2009

- Designed a mobile pregnancy and health education application
- Created interactive UX/UI experiences aligned with clinical content
- Collaborated on platform integration and user engagement strategy

## **WebMD**

Senior Web Designer | 2008 – 2009

- Led second-generation redesign of WebMD platform
- Designed healthcare content systems and advertising platforms
- Storyboarded digital campaigns for major pharmaceutical brands

## **University of Georgia – Franklin College of Arts & Sciences**

Principal Web Developer | 2002 – 2008

- Led development of digital platforms for 40+ academic departments
- Designed over 150 websites and systems over seven years
- Pioneered the Digital Library of Georgia
- Built grant-funded research tools and premium digital services

## **North Carolina Zoo / NC Zoo Society**

Webmaster | 1997 – 2002

- Designed and developed the zoo's website and first POS-integrated e-commerce platform
- Built interactive exhibits, kiosks, and digital signage systems
- Implemented satellite-based wildlife tracking systems for conservation research
- Produced multimedia assets for education, exhibits, and marketing

## **EDUCATION**

Formal academic training in Computer Science (University of Georgia), Digital Design (Art Institute of Atlanta), and Communications (Bessemer Tech).