

# Brian Bremges

Senior / Staff / Lead Product Designer — AI agent workflows for complex B2B SaaS

[bbremges@gmail.com](mailto:bbremges@gmail.com) · (401) 258-0771 · [brianbremges.com](http://brianbremges.com) · [linkedin.com/in/brianbremges](https://www.linkedin.com/in/brianbremges) · North Smithfield, RI · Fully remote

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## Summary

Twelve years on complex B2B SaaS. Senior UX through Director, currently a hands-on Senior / Staff / Lead IC. Most recent year: Lead UX at **The Carlyle Group** on a confidential AI investment platform — the work that got analysts and senior execs out of Excel and into the platform. Designer-developer who ships production code with Cursor and Claude Code; embedded with engineering, or solo when speed matters.

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## Experience

### Lead UX Designer — The Carlyle Group

*Contract · Jun 2025 – Apr 2026 · Remote* Confidential AI investment platform under NDA. Used by analysts and senior executives at one of the world's largest global investment firms.

- Rebuilt a schema-first product into role-based workflows for entry analysts, senior analysts, and leadership — each tailored to the decisions they actually make
  - Replaced the Excel export loop with AI-assisted calculations in-platform across approvals, reporting, reviews, handoffs, dashboards, permissions, and audit history
  - Built and shipped the design system across Figma and the production codebase — components, tokens, standards, documentation
  - Wired AI-assisted design and handoff into the team's day-to-day; tightened design-engineering alignment and shortened iteration cycles
  - Partnered with PMs, stakeholders, and engineering in Agile
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### Principal AI/UX Designer — Cereba AI

*Full-time · Oct 2024 – Jun 2025 · Pawtucket, RI (Hybrid) · Ongoing design advisor* Self-building conversational AI for service-based businesses — turns conversations into a revenue system across qualification, booking, cancellation recovery, and reactivation.

- Owned end-to-end design for onboarding, campaign creation, and analytics
  - Built the design system that kept a small Agile team consistent and fast
  - Wired AI-assisted prototyping, auditing, and documentation into the team's workflow
  - Ran sprint planning, async reviews, and prioritization to keep design aligned with product
  - Continue to advise the founding team on AI-native design and development practices
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### Director of Product and Design — Valor Performance

*Full-time · Mar 2024 – Oct 2024 · Boston, MA (Remote)* B2B coaching platform.

- Owned product design — team collaboration tools and admin experiences in a scaled Agile org
- Partnered with engineering during estimation, grooming, and sprints to surface clarity early
- Ran cross-functional design sprints to validate hypotheses before build
- Used **Pendo** and **Amazon QuickSight** to evaluate adoption and inform roadmap
- Built and maintained a modular Figma design system for distributed teams
- Ran usability testing, journey mapping, and design validation

### Lead UX Designer — Valor Performance

Full-time · Sep 2021 – Mar 2024 · Boston, MA (Remote)

- Designed admin tools, LMS components, and multi-role flows
- Built and maintained the modular design system in Figma
- Led user testing and usability audits using qualitative and behavioral data
- Ran handoffs, async reviews, and sprint planning with engineering and product

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## Senior UI/UX Designer / Product Manager, UX — Fonteva, Inc.

Full-time · May 2016 – Sep 2021 · Arlington, VA (Remote) Salesforce-based platform for enterprise events, finance, and membership. Promoted from UX Designer to Senior UX / PM, UX in Jan 2017.

- Designed Salesforce-based systems for enterprise clients managing events, finances, and memberships
- **Built the company's first design system on Salesforce Lightning** — cut design debt, raised velocity
- Led usability research for multi-role workflows; turned findings into shipped improvements
- Worked Agile sprints concept-to-release with PMs and developers

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## UI/UX Designer — Alliance Security

Full-time · Aug 2013 – Jan 2016 · Cranston, RI

- Designed and shipped responsive internal management applications
- Conducted UX research and heuristic evaluations to refine navigation and task efficiency
- Built interactive wireframes and prototypes across web and mobile

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## Independent Project

### Ascend — Solo designer-developer + PM

Feb 2026 – Present · Production-ready MVP in beta AI-native app for executive dysfunction and cognitive overload — **desktop companion, native mobile, and PWA**. Turns brain-dump input into one concrete next action via an adaptive intervention system.

- Designed, built, and shipped a production-ready PWA in **10 weeks** with Claude Code + Cursor — work that traditionally takes ~6 months
- Built a decision engine that infers user state across five dimensions (urgency, emotion, energy, clarity, actionability) and selects from five intervention types with a recency penalty
- Designed conversational and voice-first interfaces with Whisper integration; designed for non-determinism with explicit failure-mode handling
- Beta (n=12): **8/12** completed first action in first session · **9/12** returned · **7/12** preferred voice · **92%** rated 4/5+
- Stack: Next.js 15, React, TypeScript, Firebase, Vercel, Claude Sonnet 4.5, Whisper, Stripe, Sentry, Tailwind

Full case study: [brianbremges.com/work/ascend](https://brianbremges.com/work/ascend)

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## Capabilities

**AI-native product design.** Agent workflow design. Conversational and voice interfaces. Decision-support systems and adaptive intervention engines. Designing for non-determinism — latency, off-tone responses, graceful failure. Multi-step reasoning UX. Progressive disclosure under cognitive load.

**Product and UX.** End-to-end ownership. Complex workflow simplification. Information architecture. Design systems for scale. Research, hypothesis validation, outcome-driven iteration. Data-informed prioritization with Pendo and QuickSight. Enterprise UX. WCAG accessibility.

**Designer-developer.** Ships production code, not just Figma. Delivers across desktop, native mobile, responsive web, and PWA. Works directly in GitHub — branches, PRs, code review alongside engineering. Stack: TypeScript, React / Next.js, Tailwind, MUI,

Firebase, Vercel, Stripe, Sentry, Whisper, Claude API. IDEs in active rotation: Cursor, Claude Code, Antigravity. Cross-checks reasoning across Claude, ChatGPT, and Gemini.

**Strategy and leadership.** Prioritization under constraint. Systems thinking over screen-by-screen craft. Cross-functional leadership across PM, engineering, and business. Mentoring designers and shaping team practices.

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## Tools

Figma, FigJam, Storybook · TypeScript, React, Next.js, Tailwind, MUI · Firebase, Vercel, Stripe, Sentry · Cursor, Claude Code, Antigravity · GitHub, Linear, Jira, Notion, Confluence, Slack · Pendo, Amazon QuickSight

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## Education

**Savannah College of Art and Design (SCAD)** — Savannah, GA Bachelor of Fine Arts, Animation · 2006 – 2010

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*References and case study deep-dives available at [brianbremges.com](https://brianbremges.com).*