Brian Dils

Product Designer & AI Builder

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SUMMARY

Principal product designer with 20 years of experience shipping consumer and enterprise products at Salesforce, Adobe, Mozilla, Auth0, and PayPal. Deep focus on AI-powered product experiences, from conversational interfaces and LLM-driven workflows to personalized content systems. Builds and ships AI products end-to-end as founder of Fieldhaus, a venture studio specializing in AI-native tools. Combines design systems mastery with hands-on fluency in modern AI development environments including Claude, Cursor, and Lovable. Proven track record leading design vision across high-scale consumer platforms and cross-functional teams.

EXPERIENCE

Principal Designer & AI Builder | Freelance 2021 - Present

- Design systems and internal tools for J.P. Morgan Asset Management, Pantheon, OneMain Financial, Prudential, Cisco, and early-stage startups
- J.P. Morgan Asset Management: built a coded Salesforce homepage prototype for internal client advisors, with dated versions, several Salesforce looks, and generated implementation specs for developers
- OneMain Financial: built a code-first design system with components, templates, prototypes, and multiple brand modes, with token output for web, iOS, and Android
- Pantheon, Prudential, and Cisco: design system foundations, component libraries, and internal tools for product and operations teams
- Startups: design systems and internal tools that let small teams ship consistent UI without a dedicated design ops function
- Delivers production-ready React/Next.js prototypes and design systems on weekly cycles, compressing 6-week agency timelines into 5-day sprints for startup and enterprise clients

Design System Consultant | Eli Lilly and Company 2024

- Lead contributor to enterprise design system serving 50+ pharmaceutical applications across major brands (Trulicity, Verzenio, Mounjaro)
- Architected federated token model enabling brand customization across clinical, patient, and provider surfaces while maintaining shared infrastructure
- Implemented WCAG 2.1 AA accessibility standards across patient portals and provider tools

Design System Consultant | One North 2023 - 2024

- Built custom Salesforce Lightning design kit with code-ready Lightning Web Components and design tokens enabling consistent UI at enterprise scale
- Created contract management UX integrating DocuSign and Salesforce workflows with automated routing logic

Founding Designer | twocents.io 2022 - 2023

- Founding designer for venture-backed AI startup; owned full design stack including UX/UI, branding, motion, pitch design, web development, and design system

Design System Architect | Maharishi Foundation International 2022 - 2023

- Designed and implemented organization-wide Figma design system with automated documentation and token pipelines

Design System Architect | Sling TV 2021 - 2022

- Led design system for Sling TV's full product family; established automated token documentation and coordinated stakeholder adoption across engineering and design

Lead Designer, Enterprise Platform | Auth0 (acquired by Okta for $6.5B) 2020 - 2021

- Lead designer for Auth0's enterprise tools team; shipped alpha through 1.0 of Team Accounts, RBAC, and Enterprise MFA/SSO

Lead Designer, Cloud Platform | Rackspace 2017 - 2020

- Designed cloud infrastructure UX across Google Cloud, AWS, Azure, and Open Cloud, including dashboards, user management, billing, and API tooling
- Led visual and UI design for company-wide design system

Lead Product Designer, Marketing Automation | Salesforce 2015 - 2017

- Lead Designer for Salesforce Marketing Cloud including Marketing Mobile app, Lightning Mobile design system, and Journey Builder, an early AI-driven customer journey orchestration tool

Senior Product Designer | DISH Network (Slingbox) 2013 - 2015

- Designed Slingbox M1, Slingplayer, and Dish Hopper streaming experiences; contributed to internal R&D and incubator projects

Product Designer | RelateIQ (now known as Agentforce) 2012 - 2013

- Designed the beta and 1.0 of RelateIQ, a mobile-first, AI-powered CRM that used machine learning to automate relationship tracking and surface predictive insights; featured in WSJ and TechCrunch; now known as Agentforce

Senior Product Designer, Firefox Mobile | Mozilla 2011 - 2012

- Designed version 1.0 of Firefox Mobile (Fennec), Firefox Marketplace, Firefox OS, and Firefox Developer Tools, consumer-facing products reaching tens of millions of users

Product Designer, Acrobat | Adobe 2009 - 2011

- Led design of Reader X, Acrobat Commenting system, Read Mode, and the first Creative Cloud version of Acrobat; granted two U.S. design patents

Senior UX Designer | Logitech 2007 - 2009

- Designed touchscreen, hardware, and web UI experiences for Logitech's streaming media division

UX Designer | PayPal 2006 - 2007

- Designed custom, full-stack, payment integration for PayPal's enterprise partners, including eBay, Yahoo, Skype, and more

EDUCATION

Indiana University
School of Informatics, Computing, and Engineering
B.S. Informatics (2004)

Indiana University
School of Informatics, Computing, and Engineering
M.S. Human-Computer Interaction Design (2006)

CORE COMPETENCIES

AI & PRODUCT	LLM Interface Design, Conversational UX, AI Agent Workflows, Personalization Systems, Prompt Architecture, Responsible AI Design
DESIGN	Design Systems, Interaction Design, Visual Design, Prototyping, User Research, Accessibility (WCAG 2.1)
TECHNICAL	React, Next.js, TypeScript, Figma, Design Tokens, Tailwind CSS, Cursor, Lovable, Claude Code
PROCESS	Cross-functional Leadership, Confluence, Jira, Agile, Design Sprints, ATS Optimization