Brian Dils

Freelance Designer

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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. Proven track record leading design vision across high-scale consumer platforms and cross-functional teams. Now runs Sleepy Hollow Studio*, a local design studio in the Hudson Valley.

EXPERIENCE

Studio Owner | Sleepy Hollow Studio*

A local design studio in the Hudson Valley: brand, web, print and signage for businesses in the Hudson River towns.

* a Dilshaus Venture

Freelance Designer | Fieldhaus*

Builds internal tools for small, medium and large businesses so they own their tools instead of renting them. Manifesto Labs is its AI lab.

Investor | Dilshaus Ventures

An early-stage investment and product design advisory firm based in New York.

Design System Architect | Sling TV 2021 - 2023

- 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

DESIGN	Design Systems, Interaction Design, Visual Design, Prototyping, User Research, Accessibility (WCAG 2.1)
TECHNICAL	React, Next.js, TypeScript, Figma, Design Tokens, Tailwind CSS
PROCESS	Cross-functional Leadership, Confluence, Jira, Agile, Design Sprints, ATS Optimization