

Bri May

AI-Native Senior Product Designer

I design the product, then I ship the code.

Pleasanton, CA imbrimay.com github.com/thebrimay-wq linkedin.com/in/brimay
thebrimay@gmail.com

Senior product designer who designs the product and ships the code. Built an AI localization studio solo (TypeScript, Lit, Cloudflare Workers, Anthropic API) that took Financial Finesse's content library into 25 live markets; designed the Aimee AI coach across three surfaces; led the Hub redesign that drove +200% engagement.

3,512

Localized pieces shipped in one four-day run · 10 new locales · 1 designer

+200%

Engagement after the Hub redesign I led

\$12M

Revenue contributed by the redesigned platform

Experience

Financial Finesse

2016 – Present

Federal Reserve · Meta · NFL · JPMorgan Chase · Nestlé · Patagonia · Comcast · McKinsey

AI-Native Senior Product Designer, AI Team

2025 – Present

- Built and shipped **Global Content Studio** solo in four weeks: TypeScript + Lit on Vercel, a Cloudflare Worker proxying the Anthropic API and fronting Azure Blob Storage, and an 8-step localization pipeline with a suitability gate, an independent verify pass, and human review before anything publishes (221 tests). One four-day run shipped **3,512 localized pieces** and brought 10 locales live; **8,118 variants** across 28 locales are in production, 25 live. imbrimay.com/work/global-content-studio
- Designed **Aimee**, the AI financial coach, for the Hub, an embeddable client widget, and Microsoft Teams: coded prototypes, the design-system spec, and a locked component contract that engineering implemented 1:1 in React + A2UI; then merged the token layer and four components into the production SDK myself (32 commits). imbrimay.com/aimee-ai
- Own the design system as code: tokens as CSS custom properties and WCAG AA components in light and dark, running in the Aimee SDK, the Studio, and the Hub's Content Studio.
- Ship production code in the company's core repos: the Hub's Content Studio and localizer review queue (TypeScript + Lit, 80 commits, with tests) and the localization review API and console (Python + React, 27 commits, with tests).

Lead Product Designer · Product Creative Director

2017 – 2025

- Led the Hub redesign from research through launch, turning a static content library into a personalized, guided platform: **+200% engagement**, **\$12M** in revenue contributed, enterprise clients including Meta and the Federal Reserve. imbrimay.com/work/hub
- Moved the organization from marketing-led to product-led design; owned UX and UI for dashboards, onboarding, and the content ecosystem across web and mobile.
- Introduced user research and usability testing; set the design standards and quality bar as the practice scaled.

Sr. Graphic Designer

2016 – 2017

- Built the brand identity and first design systems across web and marketing; the role grew into product design within a year.

CKC Communications · Graphic Designer

2012 – 2015

- Branding, websites, and campaigns for 50+ companies across industries.

Skills

Engineering: TypeScript, JavaScript, React, Lit, HTML & CSS, Tailwind, Vite, Design tokens, Accessible UI (WCAG AA), Cloudflare Workers, Azure Blob Storage, Python, Vitest & Playwright, Git, CI

AI: Anthropic API, RAG and grounding (per-locale wiki), Evals and human-in-the-loop QA, Multi-pass LLM pipelines, Conversational UX

Design: Product design (0→1), Design systems, Prototyping in code, User research, Interaction and motion, Figma

Education

2012 – 2015 **California State University, Chico** B.S. Business, Marketing · D1 soccer, full athletic scholarship
2 years **Arizona State University** D1 soccer