

NAOMI BORUCHOWICZ

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Product design engineer who designs and builds agentic AI products end-to-end across consumer and enterprise, in React/TypeScript. Works with AI as a collaborator, not a generator.

EXPERIENCE

Design Engineer, Optimizely (Capstone)

Seattle, WA · Jan – Aug 2026

Sponsored engagement with Optimizely product leadership, redesigning how first-time marketers adopt AI personalization.

- Redirected the team from broad personalization features to activation after **10 in-depth interviews** found marketers had no trigger to start personalizing and no way to measure success.
- Designed the activation direction: personalization campaigns suggested and benchmarked from the A/B test data marketers already have, giving them both the trigger and the measure of success.
- Built the product in React/TypeScript with Claude Code: agents that run named jobs on the user's own site data and return editable drafts, so marketers keep control of what ships.
- Presented the direction to Optimizely's **VP of Product and PM stakeholders**, who committed to building it. The team is writing the PRD, targeted for **September 2026**.
- Architected the agent-orchestration system and knowledge base that a **team of 4 designers** runs the full project through, working alongside Optimizely PMs.

Founder, Phantom

phantomslides.com · Feb – Jul 2026

Generative AI presentation editor I designed and built from scratch.

- Built a 0-to-1 agentic presentation editor solo, owning design and engineering in production React/TypeScript with an AI-first Claude Code workflow. **80% of my UW master's cohort** used it for their own presentations.
- Created a design system whose consumer is the agent, not a human team: **98 components, 88 layout generators, and 35 style profiles** define what the AI is allowed to draw. Every slide it generates is on-system by construction.
- Engineered a self-healing agent pipeline: it catches and corrects its own failures before users see them. Validated it with a 90-case, three-phase eval harness (deterministic component tests, adversarial guardrails, LLM-as-judge scoring), holding **84% robustness** across the 19-case adversarial suite.
- Designed an AI agent that lives on the canvas instead of a chat panel. It acts only with user approval and admits uncertainty rather than hallucinating.

Lead Product Designer, Doorlist

New York, NY · Feb 2024 – Sep 2025

Social events platform for campus nightlife. Owned design end-to-end as sole designer, working directly with engineers, growth, and the CEO.

- Grew the platform from **45K to 800K downloads (18x) in 19 months, with 10M+ peer invites sent and \$2M+ in ticket sales**. The growth came from a friends-first invite model I pitched and shipped against internal pushback on safety.
- Made friend activity visible across invites, joins, and RSVPs, validated with user research and PostHog experiments. 7-day retention rose from **14% to 48%**, and users with 3+ connections returned **4x as often**.
- Designed a responsive booking product across mobile and web, lifting paid bookings **40%** and web-to-app installs **20%**.

PROJECTS

NeuraLyfe, Figma FigBuild 2026 1st Place

Remote · Mar 2026

Concept system for tracking CTE, a degenerative brain disease, in living NFL players. Led a 4-person team, directing product strategy, systems design, and brain visualization.

- Won 1st place and a **\$10,000 prize** out of **689 submissions and 2,000+ participants from 4 countries**.
- Stripped the brain dashboard from 6 panels to 3 so a team doctor could read it in seconds.
- Designed the core interface: a player roster sorted by CTE progression that opens into a 3D brain visualization with real-time biomarkers.
- Built pre-set severity thresholds that can't be overridden mid-game, so return-to-play decisions stay with the data, not sideline pressure.

EDUCATION

University of Washington, Master of Human-Computer Interaction & Design (MHCI+D)

August 2026

University of Pennsylvania, B.A. Communications · Data & Network Science · Consumer Psychology

2023

SKILLS

Design in code: React, TypeScript, Flutter, HTML/CSS, Tailwind | **AI-native workflow:** Claude Code, Cursor, ChatGPT, Gemini, generative AI, LLM prompting | **Design craft:** design systems, design tokens, rapid prototyping, interaction design, motion design, visual design, accessibility | **Research:** user interviews, usability testing, A/B testing, behavioral analytics, PostHog | **Also:** Figma, Framer, SQL | English (fluent), Spanish (native)