

NAOMI BORUCHOWICZ

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Senior product designer who ships in code, currently building Phantom while completing MHCI+D at the University of Washington (June 2026). I iterate faster than handoff allows.

EXPERIENCE

Founder, Phantom

phantomslides.com · Feb 2025 – Present

AI presentation editor I designed and built from scratch. Core thesis: AI as collaborator, not generator.

- Designed, engineered, and shipped solo in React/TypeScript with Claude Code (**98 components, 48 layout generators, 35 style profiles**), eliminating handoff drift between design intent and shipped product.
- Designed an AI agent that lives on the canvas instead of a chat panel, following the cursor, anchoring suggestions spatially, and admitting uncertainty instead of hallucinating, solving the core UX of autonomous AI: useful without being opaque.
- Built a three-phase evaluation system with documented failure modes, scoring **87% on 61 component tests, 84% on 19 adversarial tests (100% on prompt-injection resistance), and 9/10 on LLM-as-judge quality**.

Lead Product Designer, Doorlist

New York, NY · Feb 2024 – Sep 2025

Social events platform for campus nightlife. Sole designer, working directly with CEO and engineering.

- Pitched and shipped a contrarian friends-first invite model against internal pushback on safety, growing the platform 15x in 18 months to **45K → 700K users, 10M+ peer invites sent, and \$2.5M+ in ticket sales** (competitors Partiful, Poppin, and Saturn copied the pattern within a year).
- Made friend activity visible on events through request-to-invite, request-to-join, and friend-visible RSVPs, lifting 7-day retention from **14% to 48%** and driving users with 3+ connections to return **4x more**.
- Launched a responsive booking web product to meet users where they were already searching, lifting paid bookings **40%** and web-to-app installs **20%**.

Product Designer Intern, CareYaya Health Technologies

Philadelphia, PA · Sep – Dec 2023

Health tech startup pairing pre-med students with elderly caregiving roles.

- Designed a modular study-deck builder applying active-recall memory principles to caregiver training, scoring **94% NPS** because caregivers said the format helped them actually learn the material, not just review it.
- Built a self-serve Figma design system the team could extend without designer involvement, cutting engineering handoff time **16%**.

UX Designer Intern, Ren (Google Cloud Partner)

Remote · Sep – Dec 2022

Climate tech SaaS helping global companies map supply chain emissions.

- Designed a dashboard that made emissions classification traceable and unblocked delegation, onboarding **2,000+ factories and 5+ enterprise clients** and generating **\$250K new revenue** in three months.

PROJECTS

NeuraLyfe, CTE Detection Platform for the NFL

1st Place, FigBuild 2026 · Team of 4

Clinical system for detecting CTE in living NFL players. Led product strategy, systems design, and brain visualization.

- Stripped the brain dashboard from 6 panels to 3 so a team doctor could read it in seconds, not minutes, forcing every element to earn its place.
- Designed a two-state interface where a roster sorted by CTE Progression Index transitions into a 3D brain visualization with real-time biomarkers, turning a name on a list into a view inside someone's brain.
- Built pre-set severity thresholds that can't be overridden mid-game, so when a \$40M player says "I'm fine," only the data can say no.
- Won 1st place out of 690 submissions, **catching the attention of the Buffalo Bills and the LA Rams and entering active conversations with both teams**.

EDUCATION

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

Expected June 2026

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

2023

SKILLS

Design in code: React, TypeScript, Flutter, HTML/CSS | **AI-native workflow:** Claude Code, Cursor | **Research:** user interviews, A/B testing, behavioral analytics, PostHog | **Also:** Figma, Framer, SQL | English (fluent), Spanish (native)