

Bryan Holland

Principal Product Designer · UX / UI / IA

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Twenty years designing software where a mistake has a consequence — safety analytics that feed NHTSA, AI governance for regulated trading, mortgage documents behind a third of US applications, healthcare prior authorization. I do the research, design the workflow, build the design system that keeps it coherent, and increasingly **write the front end myself**. I can present to a VP in the morning and sit with an engineer that afternoon without the work changing meaning in between. I've run my own practice, led remote teams and mentored designers — and I'm just as useful as the only designer on the problem.

EXPERIENCE

Founder — AUTH57

2025 — Present

Prior-authorization and appeal paths · self-directed, alongside client work

- I couldn't find a straightforward way to see the approval steps and appeal path for a drug, so I built one — **10,000+ drugs, services and procedures**, generic and branded, with the source bulletin behind every answer.
- Designed and built every surface myself: the API, an MCP server for LLM agents, a Salesforce integration, native apps, the React front end, the backend, and two LLMs trained for the task.
- The point was putting it in the hands of patients and caregivers instead of leaving it locked inside insurer and provider systems.

Product Designer & Developer — ActsVentures

2026 — Present

Contract, via A.Team · faith-based mobile marketplace, early alpha

- Proposed the **four-user model** — Seekers, Doers, Supporters, Growth Advocates — which changed how the founder was thinking about the product and shaped the go/no-go on the next funded phase.
- **Designed and built it** — Next.js 16, React 19, Supabase, Tailwind, shipping on Vercel — with Claude as the development partner. Design decision to running screen in the same sitting, no handoff and no translation layer.
- Guest-first: people can act without an account, because a login wall between a person and a moment of help is the wrong trade. Enforced at the database with append-only row-level security, so a record of participation is never overwritten.

Sole UX & Product Designer — ArtifactIQ

2025 — 2026

AI governance for U.S. equity trading

- The design system didn't exist yet, so I built it from a blank page — type scale, 8pt grid, component library, and **the do's and don'ts written down so engineering could build without checking with me every time**.
- Designed the product itself: workspaces for four roles moving a request through intent, policy, approval, execution and audit.
- Delivered five production-ready screens and a spec detailed enough to build straight from.

Founding Product Designer — Link.me

2025

Creator-economy platform with substantial daily traffic

- Designed the personalization layer — an AI-generated experience per user, where the whole design problem was **making the output feel trustworthy rather than generic**.
- Built the analytics dashboards creators and agencies actually check, and a merch-builder simple enough to use without a tutorial.

Product Design Principal — Honda / Acura

2025

Loyalty for the 0 Series EV era

- Extended ownership loyalty into the vehicle itself — **the in-car screen becomes the loyalty surface**, asking about an upgrade at the moment earned miles unlock a new model.
- Designed the program and the in-vehicle prompts: 3D NFTs, TestDrive prompts, Scan-n-Swap.

Product Design Principal — Keepsi

2024

Marketplace for buying, selling and minting digital goods, including Apple's spatial platform

- The core problem was motion and timing — **making a digital hand-off feel like something had actually changed hands.**

UX Principal, Core Buy Flow — Apple, Global Preferred Partners

Feb — Mar 2022

Checkout for Apple's authorized reseller and retail partner network

- Owned the Core Buy Flow checkout used across the partner network. Built a pixel-perfect, fully functional Figma prototype with **the design system under it — tokens, components, dev-ready handoff** — to Apple's standard, inside Magento's engineering constraints.
- Prototyped every state, not just the default path, so partners could read their status at a glance across a network spanning multiple languages and regions.

Principal Product Designer — Hyundai Motor Group, SODAS

Nov 2021 — Mar 2022

Safety Analytics System · NHTSA-facing

- Hyundai had tried a dashboard-with-dials and their analysts rejected it. I designed a **workflow-first tool instead — an alert feed, a search tool, a case builder** — for 80 people mining 14 million service records for safety patterns.
- NHTSA-facing work, so accuracy mattered as much as usability: a wrong read here starts or misses a recall investigation.
- Getting **80 people across four disciplines** onto one interaction model, with no authority over any of them, took as much work as the design — mostly workshops and repeated listening sessions.

Lead Product Designer — Ellie Mae / ICE Mortgage Technology

Oct 2020 — Jul 2021

AllRegs document platform

- AllRegs had never had a real design system. I built the first one, and the grid it still runs on.
- Designed the marketplace connecting lenders, compliance teams and regulators around **400,000+ documents updated at 1,000+ per day**, covering roughly a third of all US mortgage applications.

Sr. UX Lead / Product Designer — United Healthcare Group

RealAppeal

- Seven weeks to a deadline and three legacy systems that didn't talk to each other. Rebuilt the whole thing as **one app people could actually stick with** — coaching, content, food and exercise tracking.

Product Design Principal — Various companies

2014 — 2019

BOSCH — redesigned the carpooling app their factory workers use to get to work. **Belkin** — rebuilt Hybris/SAP ecommerce navigation for a global rollout, then built the USB-C section and configurator on almost no budget and a tight deadline; media outlets voted it best-in-class. **Lexus** — wrote and presented the Mobile Guidelines Playbook, **mentored the junior designers on their internal team**, and built the templating system their dealer network still uses for ads. **Open Book Ben** (2014–2015) — a two-sided marketplace that wasn't working, so I split it into two products, Verify for businesses and Matchmaker for consumers, owning naming, branding and UI for both while **leading a remote team** through the split. **gruvi mystics · hyperr** — equity-partner branding and product work for two early-stage apps.

Senior UX Consultant / Architect — Various agencies

2010 — 2013

Studio 7 Media, Frequency, Deutsch LA, Oracle, MEA Digital, Rapp/OmniCom, Sapient Nitro

Volkswagen (Deutsch LA) — designed “Find-a-Match,” a car-shopping tool pairing a matching interface with live dealer inventory, tested with real shoppers before launch, plus six further projects across VW.com. **Activision, Call of Duty: Modern Warfare 3** (Sapient Nitro) — built the consumer web ecosystem for a launch that did **\$1B in 36 hours**, including a real-time dashboard pulling Reddit, Facebook and YouTube into one feed. **Disney, TRON: Legacy** — turned a room full of stakeholder ideas into a 75-page wireframe set in five days, covering a Flash site, a 3D game and an avatar builder. **Mattel** — HotWheels.com redesign and a UGC campaign built around a video-enabled toy car. **Toyota** — the Entune in-vehicle interface, and ProductShare for the University of Toyota. Also AARP, Nestlé/Nescafé, Charles Schwab, Zact, Sunglass Hut/Oakley, Target, Oracle Fusion, PG&E, Mitsubishi.

Early career — ariadne spun communications · Dahlin Smith White · teaching

1993 — 2010

ariadne spun communications (Owner, 1993–2001) — **founded and ran an information-architecture and web consulting practice for eight years**, hiring and directing the team. Early clients included Netscape (Communicator 1.0), Cisco (their first web server), AutoDesk, Charles Schwab, Travelocity's first website, and SFMOMA's first public kiosk. **Intel** (Dahlin Smith White, 1997–1998) — produced the first genuinely interactive Super Bowl commercial Intel ever ran. Taught information architecture and UX at the **Center for Electronic Art** and **UC Berkeley**.

Bench — build execution for spacecraft manufacturing

2026

automaticdelight.com/bench · running prototype, designed and built

- A technician's traveler and a planner's board sharing **one token set at two densities** — 64px controls for a gloved hand, 40px for a cursor, from the same declaration.
- Photographs the hardware kit and catches a wrong-series washer before install starts; enforces torque sequence and fastener stack-up so an error surfaces at the wrench instead of at buy-off two hours later.
- **Measures itself** — task time and tap count per step — so a design change is argued with a number rather than a preference.
- Grew out of a similar product I designed for a **pitch at SpaceX**: an iPad tool that photographs the fixture, confirms the right fasteners are at hand, and alerts supply when they aren't.

SKILLS

Design — 0→1 product definition, enterprise and operational UX, design systems, IA, micro-interactions and motion, accessibility (WCAG)

Research — contextual inquiry, shadowing, usability testing, stakeholder workshops

Leading — team leadership and mentoring, design direction, aligning cross-functional groups without formal authority

Tools — Figma (component systems, variables, interactive prototyping, motion), Adobe CS, InVision, Proto.io, Axure

Build — HTML/CSS/JS, React, TypeScript, Next.js, Tailwind, Supabase; ship to Vercel. Claude as a development partner.

EDUCATION

Product Development — **Parsons School of Design**, New York, NY

Digital Media — **Center for Electronic Art**, San Francisco, CA

Mathematics & Fine Art — **University of Utah**, Salt Lake City, UT

Full case studies and references on request · automaticdelight.com