

# Brenna Sorkin

CALL ME, BEEP ME  
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**Principal Product Designer  
(AI Platform)**  
Present

**Toast**  
Lead design for “Sous Chef,” the first AI-powered assistant for restaurants, and head UX strategy for the AI-platform at Toast.  
  
Engineer LLM responses for Toast’s generative AI by writing prompts and agent instructions for RAG.  
  
Oversaw design for “Toast Web” operating system, including the homepage, search & navigation.

**Senior Product Designer  
(Point of Sale)**  
2022 - 2023

**Toast**  
Led design for point of sale end-of-day operations for restaurant managers, reducing the time it takes to close a restaurant at the end of the day and streamlining the end of day setup process.

**Product Designer**  
2021 - 2022

**Drizly (UberEats)**  
Drive UX for Drizly’s gifting program to optimize conversion and repeat rate for alcohol gifts. Ensure all designs meet state liquor laws and regulations.

**UX Designer**  
2018 - 2021

**Innovation & Digital Health Accelerator (Boston Children’s Hospital)**  
Spearhead UX for healthcare related projects, including consumer-facing tools, internal digital solutions & accessibility.

**Design Strategist**  
2020

**Grocery Outpost (Freelance / Contract)**  
Defined brand strategy, ran social media, developed recipes, wrote a newsletter, and maintained a website on Shopify

## EDUCATION

**Design and Computer Science (B.S.)**  
Northeastern University, Boston, MA  
GPA - 3.8, Magna Cum Laude, University Honors Distinction, Honors in the College of Arts, Media & Design, Huntington 100

## ASK ME ABOUT

My prosthetic finger  
Knitting  
How chain of thought prompting & RAG can improve the quality of outputs for LLM-based assistants