Dustin Kirk

Principal Product Designer - AI Projects

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With 20 years of experience in enterprise SaaS and PaaS, I deliver high-quality work quickly while leading design across multiple projects.

As AI has come to the forefront, my fascination has led me to explore its potential, integrate it into my workflows, explore capabilities through personal projects, and share that knowledge with others. I believe software as we know it will change dramatically, and I'm here for it. I'm eager to help bring the vast and emerging capabilities of AI to software and provide greater agency to people around the world.

I have an innate curiosity about technology and enjoy taking on increasingly complex challenges that blend people and technology—and now AI agents. I studied Computer Science and Psychology at Rensselaer and earned an M.S. in Human-Computer Interaction. Other highlights include completing MIT's Entrepreneurship Development Program, presenting at the O'Reilly Strata Data Conference, and earning three patents: one for event tracking via CSS and two related to AI.

Key Strengths

- Provide **AI thought leadership** across teams and organizations.
- **Computer Science background** with an understanding of the development processes and underlying technologies.
- **Design leadership** and the ability to introduce robust design at startups.
- Deep understanding of AI capabilities, including **LLMs & agentic systems.**
- **Enterprise SaaS** and **PaaS** UX design and platform-level design systems.
- Highly **scalable UI design** patterns and **effecient workflows**.
- Eight years' of experience designing and developing mobile applications.

Skills & Tools

- **AI Tools**: Chat GPT, Claude Code, Grok, Cursor, Codex, Gemini, Midjourney, Udio, Figma Make, etc.
- **Figma**, Adobe Photoshop, Adobe Illustrator
- Prompt Engineering, **Natural Language Interfaces**, and Data Visualization
- **Design Systems**, Color Systems, Grid Systems, Typography, Iconography
- Journey Mapping, Wire-framing, Workflow Diagrams, Design Specs
- **UX Architecture**, UX Strategy, **UX Research**, Design Ops
- Visual Design, Graphic Design, Rapid Prototyping, Functional Prototyping
- **Responsive Design**, Accessibility, Heuristic Evaluation, Research Analysis
- Python, CSS, HTML, JavaScript, Azure, PostgreSQL

Patents

Kirk, Dustin; Lin, Ike 2019
Configuration of content site user interaction monitoring in data networks
U.S. Patent 10,268,657, Filed June 5, 2018, and issued April 23, 2019

Patents Pending
- Salesforce - Multi-layered LLM customization framework
- Salesforce - AI sourcing attribution in RAG system

Education

Rensselaer Polytechnic Institute
MS, Human Computer Interaction (HCI)
2005 - 2008

MIT Sloan School of Management
Certificate, Entrepreneurship Development Program
2008 - 2008

Rensselaer Polytechnic Institute
BS, Computer Science & Psychology
2000 - 2003

Principal Product Designer
New Relic
Oct 2023 - Present

- Contributed AI-first thought leadership through proof-of-concept explorations.
- Led the creation of design-system patterns for the integration of AI.
- Formed and led design group of AI enthusiasts up-skill and mentor others.
- Collaborated on strategic roadmap items for both short- and long-term initiatives.
- Championed user-centric and hyper-personalized interfaces by using AI.

Lead Product Designer
Salesforce - Sales Cloud
Sep 2021 - Oct 2023   2 years

- Led design on Sales Cloud Co-pilot.
- Pioneered generative email and autonomous experiences for Sales Cloud.
- Won 'most-innovative' award in generative AI hackathon among 90 teams
- Championed and extended SLDS Design System

Lead Product Designer / Manager
LeadIQ
Dec 2020 - Sept 2021   10 mos

- Lead the remote Product Design and UX Research teams across Asia and US.
- Established UX architecture and Design System for next-generation product.
- Established persona library, research processes, and research repository.
- Implemented design processes and specs to streamline product development.
- Work closely with leadership to realize both short- and long-term OKRs.

Tealium
Aug 2012 - Oct 2020   8 Years 3 mos

Principal Product Designer / Manager

- Established cross-functional relationships with product and engineering leads.
- Organized the design team resources, assets, specifications and research.
- Built out research repository consolidating all usability and feedback sources.
- Managed and mentored the core product design team.
- Led effort to create and promote use of Tealium's design system.
- Created Figma annotation and workflow kits for the design team to utilize.
- Oversaw UX architecture and planning for features spanning five products.

Sr. User Experience Designer
Neustar
Nov 2009 - Dec 2011   2 yrs 2 mos

- Led Information Architecture and UX strategy for integrating two products.
- Started mentoring program with weekly design challenges for 25 members.
- Redesigned product UI to enable the monitoring of thousands of websites.
- Designed dashboards and visualizations optimized for multiple display types.

Interaction Designer
Hewlett-Packard
Nov 2006 - May 2009   2 yrs 7 mos

- Designed features for the HP Smart Web Printing browser plugin.
- Designed components of HP Photosmart Software for printing cards and photos.
- Created usability test plans and questionnaires for use in a formal usability lab.
- Won 1st place at HP's 2007 Business Plan Development competition.