

# Brian Munroe

Product Designer

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## SUMMARY

Good design starts before the screen. I embed early, lead with research, and genuinely enjoy the ambiguity of taking products from zero to one. I stay curious through every stage, from the earliest insights all the way to the final deliverable, always advocating for the user while collaborating closely with the team. Lately that work has been in AI, but I'm still focused on creating the most delightful and fluid experience for the user.

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## PROFESSIONAL EXPERIENCE

### Independent Product Designer

*Boston, MA | Jun 2025 - Present*

- **SelexAI:** Built an AI-assisted video editor designed to reduce post-production costs and turnaround time. Worked directly with videographers through 6 user interviews and iterative feedback sessions to define MVP scope, established a design system from scratch to enable faster and more consistent execution, and ran usability testing where users reported saving up to 30% of their editing time.
- **BeThere:** Owned design research and built the design system for an AI chatbot helping social workers manage youth exiting foster care more efficiently. Partnered with the founding PM and engineer to define MVP constraints, using secondary research to influence design direction and deliver a system ready for development.
- **Eureka:** Designed and built a voice-first iOS app that removes friction between idea and action. Users speak, AI summarizes and generates an action plan. Owned everything from problem framing and design system through to a fully functioning product.

### UX/UI Designer & Video Producer

*This Is Marketing | Halifax, NS | Aug 2023 - Jun 2025*

- Partnered with a UX researcher on GetBettr, an AI startup, to conduct 15+ in-depth user interviews evaluating comprehension, usability, and messaging effectiveness. Synthesized findings into structured insights that reshaped content hierarchy, positioning, and user flow, then worked closely with a web developer to implement the final designs.
- Led end-to-end UX and visual design for Mezza's digital menu system across 20+ franchise locations, translating research insights into wireframes, high-fidelity UI, and motion. Overhauled layout to improve clarity and decision-making in a high-volume ordering environment, balancing customer needs against business goals.
- Worked across multiple clients and media formats at once, collaborating closely with creatives to tell stories that landed across social, broadcast, and digital. Used audience data and engagement insights to keep improving the work from one project to the next.

### Producer

*Launch | Remote | Oct 2022 - Aug 2023*

- Produced This Week in Startups and All-In in a fast-paced environment, managing rapid-turnaround editing, publishing, and distribution across multiple platforms. Analyzed audience feedback and engagement metrics to continuously refine content direction, coordinating with internal teams to keep production moving under tight deadlines.

### Founder

*PACS Productions | Halifax, NS | Jan 2021 - Jan 2023*

- Founded a digital content studio serving 50+ clients, generating \$200K+ in revenue over two years. Juggled multiple client relationships simultaneously, managed contractors to align on creative vision, and used data to shape and strengthen the stories we told.
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## EDUCATION

### Designlab, UX Academy

### Saint Mary's University, BBA Finance

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## SKILLS & TOOLS

**Skills:** Product design, user research, wireframing, usability testing, interaction design, visual design, design systems, user flows, conversational UX, AI product design, cross-functional collaboration

**Tools:** Figma, Figma Make, Cursor, Claude Code, Adobe Creative Suite, Notion