Tyler Nishida

Product designer figuring out how to make AI genuinely useful.

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EXPERIENCE

Duckbill — Senior Product Designer | Aug 2024 – Present
- Co-created AI Orchestrator in executive strike team; transformed business from -350% to -16% gross margin by coordinating AI agents between users and human assistants, earning board-level recognition
- Partnered with AI/ML Engineers to analyze 100+ AI conversations; identified 9 hallucination patterns and designed trust & transparency interventions
- Designed Gameplans feature introducing complexity-based pricing (80% acceptance rate); owned UX end-to-end from concept through implementation
- Authored "Relationship as Primitive" strategic framework adopted by leadership, influenced mem0 POC for persistent memory
- Designed two-sided marketplace: consumer task delegation and human assistant productivity tools
- Built internal tools with Claude Code: slack bot, analytics dashboards, and an internal AI prototyping sandbox for testing new flows, system prompts, and new APIs; created design system foundations

IntelliBridge (Puckboard) — Product Designer III | Apr 2023 – Aug 2024
- Led design system: reduced component library from 357 to 73 components, optimized CSS by 3,000 lines
- Created design tokens architecture, governance documentation, and shipped dark mode across platform

Hulah — Founding Product Designer | May 2023 – Dec 2023
- Designed growth features and onboarding that acquired 200,000 users and 5 million contacts; reached Top 9 on App Store

Somm Says — Founding Product Designer | Sep 2020 – Oct 2022
- Designed two-sided platform for wine industry: consumer app (iOS, Android, PWA) and enterprise dashboard with data visualization
- Created brand identity and design system; led UX for gamification, social features, subscriptions, search, and profile experiences
- Sole designer responsible for every pixel across three platforms

FullKitchen — Product Designer | Apr 2020 – Jul 2020
- Created brand identity and in-app features for food delivery startup; designs contributed to $100k run rate and 50%+ reorder rate

Freelance Product Designer | 2019 – 2020
- Designed websites, landing pages, and brand identities for small businesses; helped Abundance Foods pivot to online ordering during COVID-19

Shaka Guide — Design Intern | 2018
- Redesigned product landing pages and digital ads; improved conversion rates from <1% to 15% through competitive research and funnel optimization

Aloha Hemp Company — Co-Founder & Designer | 2017 – 2019
- Founded CBD company; designed logo, packaging, website, and marketing materials; sold product in 3 retail locations across Hawaii

SKILLS

AI & Product: AI product design, agent orchestration, prompt engineering, two-sided marketplaces, consumer
Design Systems: Design tokens, component libraries, documentation, Storybook
Technical Prototyping: Claude Code, Cursor, Codepen, HTML/CSS fundamentals
Tools: Figma, Protopie, Claude Code, Retool, LangSmith

EDUCATION & RECOGNITION

UX Design Bootcamp — 2019
FigChamps Member • UXHI Conference Speaker • Piʻikū Co. Design Mentor