

Tyler Berry

Senior Product Designer | Design Engineer | AI-Native Products

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PROFESSIONAL SUMMARY

Senior product designer and design engineer specializing in AI-native products, agentic workflows, and spatial computing. Led Articulate's first generative AI product from concept through launch and independently shipped three products spanning multi-agent AI systems, analytics, web, iOS, and visionOS. Combines product strategy, UX research, interaction and visual design, prototyping, design systems, and production engineering to deliver 0-to-1 products for enterprise-scale platforms serving all Fortune 100 companies.

CORE SKILLS

Product Design: 0-to-1 product design, product strategy, interaction design, visual design, design systems, prototyping, UX research, usability testing, accessibility, Figma

AI Product Design: AI-native UX, agentic UX, multi-agent orchestration, prompt design, LLM product patterns, generative AI, answer engines, AI-accelerated workflows, Claude Code, Codex, Cursor

Design Engineering: Swift, SwiftUI, visionOS, RealityKit, Reality Composer Pro, React, TypeScript, HTML/CSS, Git, API integration

PROFESSIONAL EXPERIENCE

Founder & Head of Design | Coffey & Sons | 2024-Present

Creative studio and product lab focused on AI, spatial computing, and luxury automotive; sole product designer and engineer across three shipped products.

- Designed and built Spatial Supercar Museum, a native Apple Vision Pro experience featuring photoreal, true-to-scale vehicles and gaze-and-gesture interaction using Swift, SwiftUI, RealityKit, Reality Composer Pro, and USDZ. Featured on the Vision Pro App Store front page for 12 consecutive weeks and named one of PCMag's Best Apple Vision Pro Apps for 2026.
- Partnered with automotive designer Sasha Selipanov to create the first hypercar reveal on Apple Vision Pro for the NILU 27, launched at Top Marques Monaco 2025 and downloaded thousands of times within weeks.
- Designed and engineered The Molly Report, an agentic multi-agent AI product that coordinates Claude Opus and Sonnet through a 13-phase workflow, researches 200+ sources per vehicle, performs citation-grounded evidence checks, and generates a 30-50 page VIN-specific dossier.
- Shipped The Molly Report as a React 19 and TypeScript web application plus native SwiftUI iOS app, integrating the Anthropic API, StoreKit 2, Stripe, Vercel serverless functions, a custom MCP fetch server, Upstash KV, and a vision model that identifies a vehicle from one photo.
- Built the AI Visibility Engine, an analytics platform that queries Claude and ChatGPT with live web search, captures cited sources and citation rank, and reports share of voice, citation presence, and source leaderboards through automated daily probes.
- Use AI-assisted development tools including Claude Code and Codex to take products from strategy, brand, and UX through production code as a team of one.

Senior Product Designer | Articulate | 2020-2024

Product designer for the leading workplace-learning creator platform, used by 125,000+ organizations and 130M+ learners in 180+ countries, including all Fortune 100 companies.

- Conceived the original concept for Articulate AI, the company's first AI-native product, and led its development as design lead for an AI innovation team of three designers and two engineers through a successful v1 launch.
- Designed prompt-driven AI interaction models across Rise 360 and Storyline 360, including prompt-to-course generation, document-to-course import, and AI-generated images and voices, enabling customers to create courses up to 9x faster.
- Earned a Brandon Hall Group Gold award for Generative AI Learning Solutions and recognition on Training Industry's 2024 Top 20 AI in Training list.
- Owned end-to-end product design for dozens of shipped features, including customer interviews, competitive research, interaction and visual design, prototyping, usability testing, and design-system contribution, on a platform producing 23M+ lessons annually.
- Helped scale the product and design organization through approximately 3x company growth and a \$1.5B Series A led by General Atlantic at a \$3.75B valuation.

Lead Product Designer | Verma Media | 2018-2020

- Led end-to-end product design for client launches across cryptocurrency, education, recruiting, and cannabis, from brand identity through shipped web and mobile interfaces with distributed engineering and data teams.
- Created brand systems, pitch decks, campaign graphics, and white papers supporting fundraising and go-to-market launches.

UI/UX Designer | LearnPlatform | 2015-2018

- Set the visual and UX direction for an EdTech management platform later acquired by Instructure, designing dashboards, profiles, navigation, email, and the product style guide.
- Conducted usability testing with educators and district administrators to validate features before launch.

Software Engineer / Designer | TotalCast and ImNext | 2014-2015

- Designed and developed live sports broadcasting software and a map-based local-contractor marketplace on agile product teams using daily standups, weekly sprints, and JIRA.

EDUCATION

B.A., Sociology | Ohio University | 2006-2010