



Bryan Dorsey > Design Director

I find the one thing worth building next. The move that flips a product to "how did I live without this."

At American Family I made a quarter million people in a single day forget they were paying insurance. 40% faster payments, fewer abandons and support calls. Then built the AI dashboard that took \$2M to \$25M in 24 months.



Jan 2025 - Present

Built to answer - AI Product, self-directed - [builttoanswer.com](#)

An embeddable agent that answers in a founder's voice. Someone shows up with a question, nobody's there, they leave. This catches them, before the sale and after it. Five running. Vibe coded on the Anthropic API Next.js, Supabase, Vercel and GitHub.

VIBE-CODED

May 2021 - Feb 2024

American Family Insurance - UX Lead, contract Madison, WI (remote) - [amfam.com](#)

6-month contract, extended to 29. They wanted bill-pay easier. But nobody likes paying insurance, so easy wasn't the answer. I made it feel like checkout instead. **Payments completed 40% faster across 250k transactions a day**, abandons and calls dropped. Then, on an AI recommendation tool we built, Designed so new reps could sell without the fear, veterans could scan and go. \$2M to \$25M in 24 months, 48% lift.

Oct 2019 - Mar 2021

Southern California Edison - Senior UX Designer, contract - San Gabriel, CA - [sce.com](#)

Led design on a Salesforce iOS team keeping 50,000 square miles of vegetation clear of the lines. Improved how the 24/7 emergency crew de-energizes and restores power in wildfires.

Sep 2017 - Present

Danger Snacks - CX design lab, self-directed - [dangersnacks.com](#)

My own candy brand. I own the whole cycle, lead gen to reorder. **150 5-star review**, 2,150+ orders.

ECOMMERCE

Oct 2015 - Apr 2018

Green Dot - Senior UX Designer, contract to FTE Pasadena, CA - [greendot.com](#)

Led research and taught Lean UX to cross-functional teams. mproved and rolled out a design system across their prepaid card, GoBank, and fintech products, **web and native**. Regulated fintech, so every pattern had to hold up under compliance and still ship fast. Product, engineering, and marketing aligned.

Jan 2000 - Present

Viable Products, Inc. - Consulting Practice (1099)

My S-Corp. Boeing, Alpinestars, Oldcastle, Mechanix, Decore, Natural Gourmet Institute. Brought in to lead the work that has to land. **I build the team, make the calls, ship it.**

Jan 1994 - Aug 1999

Cow - Co-Founder/Co-Creative Director Santa Monica, CA - Interactive Firm

Co-founded a design studio when the web had no playbook. Built and led 25 people across design and engineering. Made interactive work for Disney, Nike, Mercedes-Benz, Intel, Boeing, and Motorola. **First Gold Clio ever awarded for Interactive Media**. Featured in Communication Arts, HOW, and I.D. Taught at Otis.

25 AWARDS

Skills

- Design Direction
- Product Strategy
- Applied AI
- AI Product Design
- Team Leadership
- Design Systems
- Experience Strategy
- Prototyping
- Constraint-led Design
- Vibe-Coding
- Rapid Experimentation
- UX Problem Framing

Jan 1990 - Jun 1993

ArtCenter - BFA, Graphics and Packaging - Pasadena, CA

Leadership Product-Strategy AI Products