

Brad Gashler

AI-native product designer

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Bellevue, WA

Design leader driving AI and developer productivity at scale

EXPERIENCE:

Meta — Staff Product Designer — Bellevue, WA 2019–Present

Previously Staff Product Design Manager, Sr. Product Designer

- Led design and launch of AI-powered agentic coding platform, enabling engineers to delegate to parallel agents and 2 orgs to ship 30-80% faster.
- Enabled privacy controls at project level, saving ~900 dev hrs/month
- Drove rapid adoption of new IDE tool, migrating tens of thousands of engineers off legacy tooling with known security vulnerabilities.
- Initiated partnerships in 3 orgs to integrate platform with core dev workflows.
- Managed/mentored 5 designers and held #1 manager rating in my org of 130+
- Organized quality push targeting dozens of UX issues; shipped systemic improvements
- Conducted 100+ interviews; spoke at and co-organized 6 design events

Amazon — Sr. UX Designer — Seattle, WA 2017–2019

Previously UX Designer II

- Led design and launched 2 zero-to-one initiatives: online SNAP/EBT (food stamps) shopping and FSA/HSA health benefit shopping
- Exceeded \$100MM annual revenue rate shortly after launch, empowering low-income customers to shop with EBT online for first time in US history
- Prototyped, organized research studies and partnered with dozens of cross-functional stakeholders to meet strict regulatory and accessibility standards.

Microsoft — UX Designer — Redmond, WA 2015–2017

- Led early growth experiments for Visual Studio Code, helping it increase in MAU from thousands to 1M+
- Increased download conversion rate by double digits by A/B testing new designs, equivalent to \$1M+ saved annually in ad spend for the same results.
- Designed and launched pivotal experiences driving growth: settings, theming/customization, doc site, and a brand new tab navigation UX.
- Spearheaded accessibility, designed 4 high-traffic websites, spoke at TechReady, and mentored startups through Microsoft Accelerator

Hewlett-Packard — Design Engineer — Atlanta, GA 2013–2014

- Led design and helped implement a mobile data viz suite enabling users to deal with supply/demand anomalies for all of HP's consumer product lines.
- Transformed HP's manufacturing floor software to run on tablets
- Conducted research with XFNs and created complex video/animation demos.

SKILLS:

Design

Figma
Adobe Creative Cloud
Interaction design
Information architecture
Visual design
Qual./quant. research
2D/3D motion design
Rapid prototyping
Wireframing

Engineering stacks

Claude Code / Codex
TypeScript / JavaScript
Node.js
React / ReactNative
Next.js
Azure / AWS / GCP

EDUCATION:

Brigham Young University

Bachelor of Arts
Communications:
Advertising