GABE CAMPBELL

AI Design Engineer | Design Systems, Agents in Production, Evals

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SUMMARY

I own a product from the first sketch to the production deploy. Since June 2025 I have designed, built, and run aiOS alone, an AI agent platform people use over iMessage, on the web, and by phone. I did the design system, the backend, and the review process behind it. Before that, thirteen years in product design, most recently leading design at Lumin Digital and, on contract, at Google and BMW, running teams and building the systems other teams shipped on. Visual design is where I started and where I am strongest. I know where design stops and engineering starts because I have done both.

SKILLS

Design: Figma, Figma Make, Figma Code Connect, design systems, design tokens, component libraries, visual design, interaction design, prototyping, motion, accessibility (WCAG), UX research, usability testing, A/B testing.

Front end: React, Next.js, TypeScript, JavaScript, HTML, CSS, Tailwind CSS, Framer Motion, Swift (iOS companion app and Messages extension).

Back end: Python, FastAPI, Postgres, Redis, Supabase (auth, row-level security), SQL, REST APIs, OAuth, webhooks.

AI and agents: LLM orchestration, agent workflows, tool use, MCP, prompt design, evals, voice agents, human-in-the-loop review, retrieval (RAG and vector stores), LangChain, LlamaIndex, Claude, GPT, Gemini, Claude Code, Codex, Cursor.

Ship and run: Amazon Web Services (AWS), Google Cloud (Vertex AI, BigQuery), Microsoft Azure, Vercel, Cloudflare, Stripe, Shopify, Meta Marketing and Conversions APIs, GitHub Actions, Playwright, pytest, monitoring.

WORK EXPERIENCE

Founder and AI Design Engineer

AI Genesis, Remote, CA
June 2025 - Present

aiOS is an AI operating system that does the work for a business: email, content, ads, leads, follow-up. Live at myaios.app. I designed it, wrote it, and run it.

- **The agent.** One orchestrator routes each message to 55 skills and more than 200 tool definitions, among them email, calendar, video, ads, CRM, and Shopify. A person approves anything that sends, spends, or deletes. Python, FastAPI, Postgres, Redis, Claude.
- **iMessage as the product.** Not a chat widget on a site. The thread is where the work happens, so I designed the language, the memory, when it speaks and when it stays quiet, and the handoff to a human. I built a Swift companion app and Messages extension for it.
- **The client dashboard.** Every client gets a white-label workspace from one codebase. Next.js, Supabase with row-level security, Stripe billing, and OAuth into the client's own tools. An Apple-style design system, so it feels native on their phone.
- **The quiz funnel.** It replaces the landing page. The person answers, gets a result, and the first text is theirs to send.
- **Evals and safety.** I scored a behavior spec on 20 adversarial cases across four frontier models and one local model: baseline passes of 0 to 6 of 20 became 8 to 18. The first version failed its own release gate on 4 cases, and I published that. Public on GitHub as Consciousness OS. A harness also runs real messages through the real gateway and judges the reply with 27 trust-break detectors.

- **How I run it.** Claude Code, Codex, and Cursor write and test the first pass. I review everything that ships. 1,300+ test files behind it.

Product Design Lead
Lumin Digital, Remote, CA
June 2021 - June 2025

Led design through the company's AI transformation on an enterprise banking platform: white-label apps for 127 financial institutions and 8M members, in a regulated environment.

- Architected the 234-component design system each institution shipped its own branded version on, across iOS, Android, and web, with brand and regulatory rules held.
- Rebuilt onboarding from forms into a conversation: completion went from 21% to 90%, and the work contributed $2.3M in attributed revenue.
- Cut design-to-development time 60% with design tokens, documentation, and GenAI workflows.
- Led a team of 12 across design, engineering, and compliance. Mentored 8 designers.

Principal Product Designer
Google, Remote, CA
June 2020 - June 2021

Contract role on the AI Innovation team. Five ML teams, five visual languages. I embedded with each of them, and we built one Figma foundation of 67 components together. 85% adoption of the core patterns across the five teams, without a mandate, and prototyping got 45% faster. Their products reached 50M+ daily users.

Principal Designer
BMW of North America, Remote, CA
February 2018 - June 2020

Contract role on Smart Systems. Designed the driver experience for ChargeForward, BMW's smart-charging program. The car charges when the grid can take it and is full by morning. Peak-hour load dropped 87%. I grew the design team from 2 to 6 and cut concept-to-prototype time 75%.

Lead UI/UX Designer
Toshiba, Laguna Hills, CA
February 2016 - February 2018

Led enterprise design systems: internal SaaS dashboards and one design system across 8 product lines. Mobile apps for Calvin Klein and Tommy Hilfiger. Renewals up 13%, churn down 20%.

Senior Product Designer
Graphicwise, Laguna Hills, CA
2015 - 2016

47 responsive product interfaces built as design systems across web and mobile, prototyped in HTML, CSS, and JavaScript with early machine learning APIs.

UI/UX Designer and Front-End Developer
Modern Business Image
2012 - 2015

Designed and hand-coded responsive interfaces for desktop and mobile. This is where I started writing the code for what I designed.

EDUCATION

BFA, Human-Computer Interaction
California State University, Fullerton