Adam Rotmil

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Product designer for dense, high-stakes software in defense, government, healthcare and logistics. I design how people and AI agents plan, review and decide together, with the evidence and controls that keep people in charge, and I prototype in code.

Experience

Reflow · Product Designer, freelance — 2026 – Present

Agentic product development for hardware teams

- Designed the core model of Reflow's agent workspace: the conversation on the left, the project's documents on the right, so every answer lands in a specification the team can read, edit and review.
- Wrote the agent's behavior rules with product: draft right away from thin material, turn a contradiction into a question rather than an edit, and change nothing committed until a person approves.
- Prototyped in HTML: eight user stories merged into the build the team adopted, then traceability from each requirement back to its source, and shared plans with saved versions (shipped in Reflow 0.17).

Clarvos · Product Design Lead, founding design team — 2024 – 2026

AI agents that plan, create and run advertising for small businesses

- Led product design for an agentic advertising platform from founding MVP to public launch in April 2026, with the founders, 8 PMs and about 30 engineers. Led two product designers.
- Designed one campaign model with two ways in: an agent that sets up a campaign in conversation, and the guided manual setup that shipped. Every asset is scored before it runs, with the reason one click away.
- Reworked setup and creative testing: campaign setup time down 80%, and 12× more creative variants tested per cycle.
- Built the design system from scratch, then rebuilt it with the whole application for the rebrand, three weeks before public launch.
- Prototyped in code with Claude Code, and built a tool that tunes the look of generative AI image and video ads.
- Top 3 Employees, Company Innovation Merit Award, 2025.

Cylitix, for U.S. Special Operations Command · Senior Product Designer, Defense Innovation — 2023 – 2024

Vulcan, a DoD-sponsored platform connecting SOCOM's tech scouts with commercial innovators

- Redesigned Vulcan with the CTO to modernize the Broad Agency Announcement: how SOCOM issues calls for capabilities, and how innovators answer with proposals and technical demonstrations.
- Designed call authoring for program managers: technical branching, structured costs and milestones, and access built into authoring, so each call reaches the right collaborators.
- Designed an agentic LLM capability for operational research and technical experimentation, and set up the platform's design system, research practice and UX strategy.

Frontier AI labs, contract · AI Training Specialist and Evaluator — 2024

- Evaluated frontier models for multiple labs: adversarial prompts, rubrics, golden responses and reasoning-trace evaluation across text, audio and multi-turn systems, and QA review of other evaluators' ratings.

Toptal · Product Design Lead, freelance — 2021 – 2025

Lead designer on client products through Toptal's network

- **Respond, McLeod Software.** Led 0-to-1 design of a human-in-the-loop LLM dispatch workflow: the model drafts replies to drivers, dispatchers edit and send. McLeod released it in 2025 as MPact.RespondAI, its first AI application.
- **Content Studio, U.S. Cyber Command.** Led design through Sprint Zero of a cyber-training platform: a canvas for building network range labs, page and exercise workbenches, and the design system beneath them.
- **My Wellness Research.** Sole product designer for nine months on a cancer research platform (participant app, coaching workspace, research tools) now used in NIH-funded trials.
- **Wild Brains, now Atlas.** Lead designer of a brain wearable from discovery through definition; the research, original UI and pitch deck helped secure the seed round.

– **Grata.** Improved data structure, search results and agentic action history in a private-market intelligence platform covering 19M+ companies.

AstraZeneca · Product Discovery and Design Lead, Digital Health 2020 – 2022

Oncology R&D: remote symptom monitoring for cancer clinical trials

– Led a team of three designers on CARE, patient and clinician tools for reporting and monitoring symptoms during cancer treatment.
– Ran 100+ research interviews with patients, oncologists, nurses, caregivers and research staff, and directed biweekly design sprints, each testing a hypothesis by prototype.
– Worked with clinical advisor Dr. Ethan Basch on ePRO symptom monitoring, and with Apple's design team on smartwatch symptom tracking.

Fjord, part of Accenture · Craft Lead, Interaction Design 2018 – 2020

Washington, DC studio; also Interaction Design Manager, 2018 – 2019

– **USCIS.** Key Personnel and interaction design lead on CIS 2, the identity and case-management system 5,000+ adjudicators use on about 35,000 applications a day: person-centric search, cross-record timelines, audit and lineage.
– Led six designers across four work streams, from 100+ field interviews at ports of entry and service centers to UI patterns, and represented the team with the government client.
– **Army Futures Command.** Co-led design of a Futures & Concepts Center with senior Pentagon leaders, aligning 1,000+ personnel on preparing for AI and quantum computing in 2040.
– Co-led the studio's interaction design craft as it grew from 40 to 150+ designers; mentored 70+ designers.

T. Rowe Price · Senior Manager, UX Design 2017 – 2018

– Led five designers in retail investment. Ran the design sprint that moved 401(k) withdrawals from phone calls to self-service, helping shift 500 FTEs from retail transactions to high-net-worth clients.

Perfecta · Senior Product Designer 2016 – 2017

– First product designer: led two designers on secure communications apps for U.S. special operators, from discovery to prototypes for leadership and new business.

Accenture, for U.S. Veterans Affairs · Software Engineer, contract 2016

– Coded Annie 2.0, a health chatbot for veterans' care, in Angular with unit tests: early work in conversation design.

Adam Rotmil Partners · Product Designer, independent practice 2002 – 2018

– Platforms and design systems for Goldman Sachs, JPMorgan Chase, State Street, the U.S. EPA and Harvard University.

Case studies, including Gator, a multimodal AI assistant for HVAC technicians, at adamrotmil.vercel.app

Teaching and talks

Maryland Institute College of Art · Faculty, M.P.S. Design program. Taught graduate product design. 2017 – 2020

Talks at UX Joburg and ProductCamp, and host of Still Iterating, conversations with designers. 2020 – 2021

Education

The Art Institute of Boston at Lesley University · B.F.A., Design

Basel School of Design · Guest student, Typography

Skills

Design	Human-AI interaction, agentic and human-in-the-loop workflows, UX and interaction design, information architecture, data-dense interfaces, design systems, prototyping in code, user research and usability testing, LLM evaluation, design sprints and workshops
Tools	Claude Code, Codex, Figma, React, Next.js, TypeScript, JavaScript, HTML, CSS
Lab	Table, a live operations deck with a satellite map (React, MapLibre GL). Maryland Playgrounds, an OpenStreetMap pipeline and map (TypeScript, Claude API).