Brett Rowley

Principal Product Designer – AI & Enterprise Software

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Over a decade of experience transforming complex enterprise and AI-driven software into scalable user experiences that drive adoption and revenue. Excels at navigating ambiguity and synthesizing customer signals into actionable UX priorities. Strong foundation in interaction design, user research, and design systems to simplify dense, data-intensive workflows. Combines Figma and AI-assisted coding to build and test prototypes and bring solutions from ideation through production.

Core Competencies

Product Design	Prototyping	User Interviews	Presentation & Storytelling
Interaction Design	UX Writing	Usability Testing	Stakeholder Facilitation
Information Architecture	Design Systems	Heuristic Evaluation	Mentorship & Critique
Data Visualization	Design Documentation	Card Sorting	

Technical Proficiencies

Design	Figma, FigJam, Figma Make, Claude Design
Research	Maze, Dovetail, OptimalSort
AI-Assisted Development	Claude Code, Cursor, MCP, React, Tailwind CSS
Collaboration	GitHub, Jira, Confluence

Professional Experience

DATAROBOT

Boston, MA & Remote
Apr 2017 – Sep 2026

Principal Product Designer, Jan 2021 – Sep 2026

Joined as the fourth designer and earned two promotions as the platform expanded into time series forecasting, MLOps, generative AI, and AI agents. As Principal, owned design for Predictive AI, the platform's original flagship, and led design for Apps & Solutions, central to DataRobot's agentic AI strategy.

- Overhauled a gas-plume safety simulation project between DataRobot, NVIDIA, and Chevron. Took ownership of the front end with AI-assisted coding tools, implementing stylistic and functional improvements in under two weeks for a public demo video shown at NVIDIA GTC 2026.
- Developed a Claude Code skill that converts Figma links into completed UI copy-review tables, reducing preparation time by approximately 50%; adopted by Design and Documentation teams over commercial alternatives.
- Redesigned the setup experience for time series modeling, one of DataRobot's highest-revenue product lines, using analytics and field feedback to improve usability, reducing customers' reliance on expert support.
- Delivered engineering-ready design specifications to migrate 12+ Predictive AI features from DataRobot's legacy Classic platform to the new NextGen product, meeting accessibility and design system standards.
- Introduced usability testing to a team building experimental agentic developer tools. Rapidly reframed design direction by identifying immediate fixes and long-term UX needs in two-week testing sprint.

DATAROBOT (Cont.)

Senior UI/UX Designer, Feb 2020 – Jan 2021

UI/UX Designer, Apr 2017 – Feb 2020

Led design for MLOps, time series modeling, and platform administration, crafting UI and shaping UX in collaboration with engineers, data scientists, and executive stakeholders. Documented design processes and pattern specifications to standardize the team's work.

- Shaped foundational UI patterns and UX goals for the initial MLOps offering with direct input from the CEO. Evolved its deployment workflows as the product grew, including a model-preparation beta that addressed a known customer usability gap.
- Owned interface design for the new time series modeling product, fitting detailed executive requirements into the platform's existing frameworks.
- Refined dense enterprise access and governance settings, including role-based permissions, custom roles, single sign-on (SSO), and approval policies, into a scalable, readable admin interface.
- Codified early interface patterns for data visualization, tables, and forms.

RAPIDMINER

Boston, MA & Remote
Jun 2014 – Apr 2017

Product Designer, Jun 2014 – Apr 2017

First and only designer at a data science startup. Guided UI design across the product, collaborated with the company's founder to explore and prototype new ideas, and ran internal workshops to raise design maturity across teams.

- Modernized the interface of RapidMiner Studio 7.0, the flagship desktop product, improving usability, readability, and visual consistency within the constraints of a legacy Java framework.
- Introduced user research practices through interviews, usability studies, surveys, and analytics, producing personas and journey maps that gave the globally distributed team a shared understanding of its users.
- Designed and implemented MOD, a web tool for comparing machine learning algorithms by their technical properties, built in a two-day hackathon. Featured in RapidMiner Community posts and educational materials.
- Drove an exploratory, browser-based reimagining of RapidMiner Studio, adapting key workflows to web-native capabilities and validating concepts in external usability tests.

Education & Credentials

Olin College of Engineering

- Bachelor of Science in General Engineering, Concentration in Product Design
- Completed a senior capstone project for DePuy Synthes Mitek, designing an arthroscopic knee instrument informed by surgeon research and validated through three working prototypes.

Nielsen Norman Group

- User Experience (UX) Certification