

Bryant Robertson

Principal Product Designer

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EXPERIENCE

Principal Product Designer · SchoolAI	2025 – 2026
Led Stipple, the design system that cleared most of the product's accessibility debt. Design system + AI workflows	
Senior Principal Designer · first design hire, head of design · Route	2019 – 2024
Founding designer on the consumer app through launch; later checkout, growth and the brand refresh. 0 → 3M monthly actives	
Co-founder · Stretch Metrics	2018 – 2019
Daily performance management software. Brand, product and the MVP launch. \$2.5M seed raised	
Founding partner · Gravity Coalition	2018 – 2019
Brand, the first brick-and-mortar store and its in-house apparel line. Brand launch, still open	
Creative Director · Vivint	2014 – 2018
Streety and Space Monkey: product design, UX, branding and creative direction. \$1.6B → \$4.2B valuation	
Head of Design · Moki	2013 – 2014
Full company rebrand, plus identity, dashboards and data visualization for Tracker. Full rebrand, 3 products	
Co-founder · Lono	2013
Sprinkler controller hardware and app. Identity, website and the Kickstarter campaign. Raised 2× the \$75K goal	
Creative Director · RAIN	2010 – 2013
Agency. Google, Adobe, Under Armour, PepsiCo and the Salt Lake City Public Library. Webby + 3 FWAs	

SKILLS

Product design	End-to-end product design, Mobile app design, Interaction design, Information architecture, Growth and experimentation, Service design
Design systems	Design tokens and theming, Component libraries, Figma-to-code pipelines, WCAG 2.1 AA accessibility, System governance, Storybook and documentation
AI and prototyping	AI-native product design, Conversational and agent interfaces, Prototyping in production code, Agentic design-system audits, Prompt design and iteration, Human-in-the-loop and oversight, AI guardrails and safety, Generative image direction, Programmatic asset pipelines
Brand and insights	Visual identity, Typography, Motion design, Brand guidelines, Customer journey mapping, Research and synthesis

AWARDS

SchoolAI — Featured on Mobbin	Aug 2026
Route — Featured on the main screen in Times Square	Dec 2021
Route Map — US Patent 11183037	Nov 2021
Street Watch — US Patent 10522013	Dec 2019
Adobe MAX — Speaker, Adobe Edge Animate	May 2013
iFit for iPad — Webby Honoree, Lifestyle	Apr 2013
iFit for iPad — W3 Silver, Mobile Applications	Oct 2012
iFit for iPad — FWA Mobile	May 2012
FWA — Interviewed by Rob Ford	May 2012
Open Mic — FWA Mobile	Feb 2012
Salt Lake City Library — Communication Arts Webpick of the Week	Oct 2011
Hess Jet — FWA Mobile	Apr 2011