Dan Birman

I design how people work with AI agents: what they're allowed to do, when they ask, and how they earn more room.

hi@dbirman.com • dbirman.com • linkedin.com/in/danbirman • github.com/danbirman

Twelve years designing products where trust is the hard part: tipping at Uber, AI legal research at Ruli, a care platform at Vida Health, the Backbone One controller, and private markets at Caplight. I lead teams, I prototype in code daily with Claude Code and Cursor, and I trained as an industrial designer at RISD. I publish Agent Trust Patterns, six interface patterns for AI agents that act on people's behalf, each with a working demo.

EXPERIENCE

Caplight Head of Design — 2026 to present

- Only designer at a private markets data and trading platform. Own product, brand, and marketing design.
- Shipped five products in my first 90 days, including white-label products for partners and new tools for brokers.
- Prototype in code, so decisions get made on working software instead of static mockups.

Ruli.ai Design Lead (fractional) — 2024

- Designed the interface for an AI legal assistant, replacing an empty chat box with a composer that gives lawyers just enough structure to ask a good question.
- Set the rules for model behavior: show what the AI is doing, make every AI action reversible, let people flag and correct answers.
- Tested and killed three concepts with lawyers before the fourth shipped. It became the pattern the rest of the assistant was built on.

Fora Studio Founder — 2023 to present

- Design studio for early-stage startups, working as an embedded head of design. Clients across this and earlier consulting include Nike, Patagonia, NASA, Logitech, New Relic, Rollbar, Protocol Labs, MetaMask, and Othersphere.

Vida Health Senior Director of Design — 2022 to 2023

- Joined after a year without a design leader. Reorganized product design so each side of a virtual care platform had an owner: patients, clinicians, and employers and health plans. Reported to the Chief Product Officer.
- Raised the average App Store rating a full star in one year, while NPS rose almost 20 points to near 80.
- Built a new design language and a Figma design system with 200+ components, making the design team about 3x faster.
- Hired and grew the team; a principal designer I managed is now a Head of Product Design.

Backbone Head of Design — 2019 to 2022

- Joined as one of the first employees. Led industrial, product, and brand design for the Backbone One controller and its app, from scratch to launch in 2020.
- Member of the executive team. Built the brand identity with an agency and carried it across hardware, packaging, app, and marketing.

Uber Product Design Lead — 2015 to 2018

- Led design of in-app tipping. Riders tipped drivers $600M in the first year.
- Co-led the driver navigation redesign, which passed 90% adoption within six months.

SKILLS

AI and trust	Agentic and conversational interfaces, delegation, approvals, uncertainty and failure states
Leadership	Building and growing design teams, design systems, working with founders and product leaders
Builds with	Figma, Claude Code, Cursor, Figma Make, TypeScript, React

EDUCATION

BFA, Industrial Design, Rhode Island School of Design · Software Product Management (SPM) Certificate, Product School