

Brian C. Reyes, Lead Product Designer

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18 years of experience designing complex, regulated enterprise platforms across observability (Splunk), aerospace manufacturing (Blue Origin), and financial intelligence (WireScreen). Operates end-to-end from research and strategy through delivery, turning deep domain complexity into products that unlock revenue.

IMPACT

- Evolved Blue Origin's manufacturing platform to secure \$6B+ in government awards
- Built observability workflows for Splunk to enable customers to prevent million-dollar outages
- Designed network graphing tools at WireScreen to allow analysts to trace hidden corporate relationships to unlock 7-figure customer contracts

WORK EXPERIENCE

WireScreen -- Lead UX Designer (2023–2025)

- Defined product vision and platform-wide interaction patterns; established scalable frameworks that improved clarity and consistency across all surfaces
- Designed the Pathfinder relationship-discovery feature, enabling rapid entity-to-entity exploration and improving customer activation and engagement
- Designed an extensible, scalable graphing UX that accelerated insights and increased retention
- Presented designs regularly to leadership and cross-functional stakeholders; synthesized feedback

PRL / Opentrons -- Lead UX Designer (2021–2023)

- Redesigned and improved mission-critical lab workflows through high-clarity dashboards, bulk actions, and sample-tracking UI; increased sample handling throughput by 450% (Scan-to-submit UI)
- Reduced PCR management time by 80% via redesigned filtering and workflow automation patterns
- Operated in rapid iterations: concepting, prototyping, and shipping in days, balancing bold product vision with thoughtful, incremental rollouts
- Collaborated directly with CEO and leadership to communicate vision through prototypes and data-driven storytelling

Blue Origin -- Senior UX Designer (2017–2021)

- Designed ERP/MRP and operational dashboards for manufacturing and vehicle programs; simplified dense engineering workflows while maintaining compliance
- Reduced work-order overhead from hours to <15 minutes and cut clock-in/verification times by 75%
- Partnered with engineering leadership to prioritize high-impact workflows across multiple programs and deliver scalable UX frameworks and systematized workflows for aerospace operations

Splunk -- Senior UX Designer (2013–2017)

- Awarded 5 patents for data visualization and workflow interactions
- Built Trellis data visualization patterns that increased analysis efficiency and platform adoption

- Designed monitoring dashboards, workflows, and data visualization components adopted into the flagship Splunk IT product

PitchBook -- UX Designer (2007–2013)

- First designer; established design foundations for a platform that scaled from a 2-person startup to a \$300M global enterprise
- Designed dashboards, fund workflows, valuation tools, and analytics interfaces across VC/PE ecosystems
- Built UI/UX recognized with CODiE awards, including Best Financial Market Service

CORE CAPABILITIES

- High-fidelity prototyping and **visual craft**
- Data-informed design / customer feedback driven design
- **Product vision** and product strategy
- Systems thinking / future-proofing
- Design systems
- Dashboards and **data visualization** / analytics
- **Leveraging AI** to accelerate the design process – current AI stack utilizes Claude Code + ChatGPT + Gemini + NotebookLM
- Mentoring and leading
- Process and **culture** improvement

EDUCATION

- B.S. Informatics, University of Washington Honors Program (2007)
- Certificate in Data Visualization, University of Washington (Prof. Ben Jones, 2013)