

JQ Sirls

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Professional Summary

Product & Design leader specializing in agentic AI, generative systems, and human-centered experiences. 15+ years experience spanning SaaS, FinTech, EdTech, and consumer AI startups. Proven record in scaling products, winning awards, and driving measurable adoption across enterprise and consumer platforms.

Work Experience

Salesforce – Lead Product Designer, Agentic AI & Emerging Tech (Nov 2023 – Present)

Design architect for Generative Canvas, creator of personalized 'digital glasses' concept, and inventor of agentic executive systems. Defined safety patterns and prototyped AI experiences.

Storytailor Inc. – Founder & CEO

Built AI-powered, child-safe storytelling platform with 5,600+ global users including hospitals. Awarded 2025 IPPY Gold and 2025 AIGA Design Award.

Harness Wealth – Lead Product Designer (Jun 2021 – Mar 2023)

Designed tax/financial UX for high-net-worth clients during liquidity events. Delivered flows for advisor matching and self-service.

ServiceLink/Fidelity – Lead → Principal Designer (Jan 2017 – Jun 2021)

Redesigned Hudson & Marshall auction platform, drove Fidelity acquisition, then led R&D; innovation at Fidelity.

Age of Learning – Lead Product/Books Designer

Revitalized 'Read to Me' platform, boosting usage to 30% of company engagement with interactive literacy tools.

Sysco Foods – Communications Designer (2010 – 2012)

Developed branding and visual identity for 120+ restaurants across the Midwest.

Education

MBA, Innovation – Full Sail University, 2015

BFA, Creative Writing & English Literature – Rockhurst University, 2010

MIT xPRO, AI Product Development, 2024

Augment.org (current): Leadership, Marketing, Smart Risk

Skills

Figma, Sketch, Adobe CC (Photoshop, Illustrator, InDesign, After Effects), Blender, Webflow, Stripe, Supabase, Airtable, HTML/CSS/JS, Logic Pro, Final Cut, AI Prompt Design, Agent Training

Awards & Recognition

2025 IPPY Gold – Best Children's Book (All Ages)

2025 AIGA Design Award – Storytailor

Author/Designer of 6 Children's Books

Art Director & Designer – NYT Bestseller 'THE WAIT' (Franklin & Good)

Designer of somedaysunday.co skincare brand (\$50K+ launch sales, 2024)