

# JQ Sirls

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## Principal Product Design Leader | AI Platforms, Agentic Systems, Responsible AI

Product design leader with 15+ years across enterprise, fintech, education, and founder-led products. I build AI platforms, agent experiences, and complex workflows from concept through prototype and launch. Led AI product design exploration at Salesforce and built Storytailor from zero to 6,600+ users. Strong in responsible AI patterns, rapid prototyping, executive alignment, and turning ambiguous product bets into clear user experiences.

### Core Strengths

- AI product design and agent UX
- Responsible AI, safety patterns, and evaluation
- Prototyping, experimentation, and validation
- Enterprise platforms and workflow design
- Design systems and cross-functional alignment
- Storytelling, brand, and visual craft

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## Experience

### Salesforce

#### Lead Product Designer, Agentic AI & Emerging Tech

*Nov 2023 – Nov 2025*

- Designed and launched Generative Canvas, an AI-native interface model that turns user intent and trusted data into dynamic enterprise experiences. Delivered the concept in five months as a product experiment with dozens of

enterprise customers, with the resulting patterns influencing generative and agentic UX across Slack, Slack Canvas, Salesforce Starter, and several core clouds.

- Defined safety, consent, and transparency patterns for AI features, helping establish clearer interaction standards for emerging experiences.
- Built executive prototypes for planning and synthesis workflows, accelerating alignment on product direction.
- Helped shape early interaction models for Salesforce Starter and Slack, with a focus on trust, usability, and scalable system behavior.

## **Storytailor Inc.**

### **Founder**

*Jul 2023 – Present*

- Founded and led product, design, and brand for a child-safe storytelling platform.
- Built and launched the product experience, AI interaction model, onboarding, brand system, and website.
- Grew the platform to 6,600+ international users across consumer and hospital settings.
- Validated demand across consumer, institutional, and healthcare-adjacent use cases.

## **Harness Wealth**

### **Lead Product Designer**

*Jun 2021 – Mar 2023*

- Designed tax and financial experiences for high-net-worth clients, including advisor matching and self-serve flows that improved onboarding clarity and reduced handoff friction.
- Partnered with product, engineering, and compliance on UX, risk, and regulatory requirements.

## ServiceLink (Fidelity)

### Lead Designer → Principal Designer

*Jan 2017 – Jun 2021*

- Led the redesign of ServiceLink’s auction platform to improve complex, high-stakes workflows.
- Restructured workflows and information architecture to make key tasks clearer and faster to complete.
- Led R&D and innovation initiatives, translating early concepts into product direction, prototypes, and decision-ready artifacts for leadership.

## Age of Learning

### Lead Product Designer

*Jun 2014 – Mar 2016*

- Revitalized the “Read to Me” platform and interactive literacy tools, contributing to experiences that drove roughly 30% of company engagement.

## Sysco Foods

### Communications Designer

*2010 – 2012*

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

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## Skills

- **Product design:** Figma, Sketch
- **Visual design:** Adobe Creative Suite, After Effects
- **Prototyping and build:** Webflow, HTML, CSS, JavaScript
- **Platforms:** Stripe, Supabase, Airtable
- **3D and motion:** Blender
- **Media:** Logic Pro, Final Cut

- **AI systems:** agent workflows, prompt design, prototyping, model behavior testing
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## Education

- MBA · Innovation, Full Sail University (2015)
  - BFA · Creative Writing & English Literature, Rockhurst University (2010)
  - MIT xPRO · AI Product Development (2024)
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## Selected Awards & Recognition

- 2025 Gold IPPY Award, *Big Blue*
- 2025 AIGA Product Design Award, Storytailor
- 2025 AIGA Print Design Award, *Big Blue*
- Author and designer of 7 children's stories
- Art Director and Designer for the *New York Times* bestseller *The Wait*