

Miriam Tomkin

SENIOR UX / PRODUCT DESIGNER · CONSTRUCTION TECH

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UX designer with 6+ years across ecommerce and construction tech, including the last three years building software for the construction industry. I currently support UX for Manny, Planera's AI project assistant, with a focus on handling uncertainty gracefully and keeping humans in control of AI-driven decisions. I've also worked on AI-powered automation projects, helped maintain design systems, and enjoy translating complex, data-dense workflows into interfaces that reduce cognitive load. I care about accessible design (WCAG/AODA) and enjoy mentoring other designers.

EXPERIENCE

Senior Product Designer

Planera | Dec 2025 – Present

- Support UX for Manny, Planera's AI project assistant, including conversational interactions, the Prompt Library, AI-generated artifacts, and agent-driven schedule creation
- Work on Manny's schedule creation agent, testing prompts and evaluations in LangSmith and designing thinking traces that show the AI's reasoning, so people can review and correct its output
- Focus on handling uncertainty gracefully and keeping humans in control of AI-driven decisions, especially around incomplete information and long-running tasks
- Help build and test prompts for Manny's backend and Prompt Library, including MCP integrations and HTML generation
- Prototype with AI tooling like Claude Code and Storybook, testing design-system components in Claude Design before handoff
- Mentor and pair with junior and cross-functional teammates on live projects
- Support UX for a construction SaaS platform, translating complex planning workflows into clear, accessible experiences for multi-stakeholder teams
- Conduct user research, workflow mapping, and problem framing to understand day-to-day construction workflows
- Help maintain a design system, documenting interaction states and handoff specs

UX Designer

EllisDon | May 2023 – Dec 2025

- Worked on an AI-powered document automation feature with Palantir, helping reduce manual work for project teams
- Supported UX for internal tools used across a large-scale construction organization
- Designed wireframes, mockups, and high-fidelity interfaces, validated through stakeholder reviews and usability testing
- Created service blueprints and journey maps to align systems with real operational processes
- Designed dashboards and planning tools to help surface project data for leadership
- Applied WCAG and AODA accessibility standards throughout the design process
- Facilitated workshops and usability sessions with stakeholders

Co-Owner, UX/CX Designer

Highlighter Studio (agency) | Oct 2020 – Nov 2024

- Worked on UX strategy for ecommerce funnels, from signup through checkout and post-purchase
- Designed Shopify storefront components and handoff documentation, using tools including Klaviyo and Recharge
- Designed account flows including lifecycle email, loyalty, and cancellations
- Used analytics tools including Amplitude, Klaviyo, and Hotjar to understand user behaviour
- Ran usability and A/B testing to inform iterative design
- Designed accessible, mobile-first experiences for consumer audiences

UX Designer

EllisDon | Nov 2019 – Oct 2020

- Worked with a team of UX designers on complex enterprise digital tools
- Contributed to research, wireframing, prototyping, and usability testing

- Helped improve information architecture and user flows

Merchant Support and UX Research Contributor

Shopify | Feb 2018 – Jul 2019

- Supported merchants navigating Shopify's platform
- Contributed to UX research with Shopify's Data Team on Help Centre search

SKILLS

AI & Conversational Systems Conversational UX, Prompt Design & Backend Testing, MCP Prompt Development, Agent Building, AI-Assisted Workflow Design, AI Pipeline Evaluation & Implementation, Human-in-the-Loop AI Design

AI-Augmented Practice Cross-tool synthesis (Jira, Slack, Notion, Drive), technical feasibility grounding, vibe-coding & rapid prototyping (Claude Code, Storybook), audience-calibrated communication

UX & Service Design User Research, Usability Testing, Journey Mapping, Workflow Mapping, Problem Framing, Service Blueprinting, Wireframing, Prototyping, Interaction Design, IA, A/B Testing, Experimentation, Design Systems, Systems Thinking, Product Thinking, Cognitive Load Reduction, Mentorship

Data & Design Quality Data-Informed Design, User Behavior Analytics, Responsive Design, Scalable Solutions

Accessibility WCAG, AODA, Inclusive Design, Mobile-first

Tools Claude, Figma, FigJam, Amplitude, Hotjar, Jira, Confluence, Webflow, Adobe CS, working HTML/CSS

EDUCATION

Bachelor of Design, Environmental Design

OCAD University | 2012 – 2016

Studio-based training in architectural, interior, and spatial design, applying research, analysis, and iterative design methodology to shape human-centred environments, a foundation that carries directly into human-centred digital design today.