

# TK Noel

Product Designer • AI-Native Products • Agentic Systems • Design→Code  
tykcreative@gmail.com • (347) 500-9928 • Brooklyn, NY • [tknoel.com](https://tknoel.com) • [Linkedin](#)

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## SUMMARY

Product designer, AI-native builder, and founder with 8+ years spanning product, UX, content, and emerging technology. Turns complex systems and ambiguous ideas into intuitive, implementation-ready products, from enterprise AI workflows to independently built multi-agent software. Combines systems thinking, interaction and visual design, research, and AI-assisted development to move products from problem definition through shipped experience. Dedicated to propelling the forefront of design ingenuity whilst upholding an unwavering commitment to precision amidst dynamic, agile landscapes. Determined to transform design methodologies and cultivate profound, symbiotic human-AI experiences.

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## CORE EXPERTISE

Product Strategy • Systems Thinking • Interaction Design • UX/UI • Information Architecture • Complex Workflows • Design Systems • Prototyping • Visual Design • User Research • Human-AI Interaction • Agentic UX • Human-in-the-Loop Systems • AI Evaluation • Design→Code • AI-Assisted Prototyping

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## EXPERIENCE

### **TK Innovations LLC (ReedPen.io)** | Founding Product Designer & Builder | *Nov 2025 – Present*

- Founded and bootstrapped ReedPen, an AI-native advertising production platform designed to give small businesses sophisticated campaign-production capabilities without the traditional cost and resources required for agency-scale production.
- Own the product end-to-end, from product strategy and UX architecture through interaction and visual design, agent behavior, workflow orchestration, frontend implementation, and business operations, taking ReedPen independently from initial concept to a functional pre-launch product.
- Architected a multi-agent production system spanning 15 specialized AI agents and five external platforms, orchestrating structured outputs and API-driven handoffs across OpenAI, Pika, ElevenLabs, Airtable, and Shotstack while incorporating human review and feedback loops throughout the production workflow.
- Built ReedPen's frontend through AI-assisted development with Claude Code and designed its n8n workflow logic with support from ChatGPT, translating product decisions directly into functional software while reserving consequential decisions for users and delegating background execution to AI.

### **Crowe LLP** | AI Innovation Experience Designer (Assistant Director) | *Sep 2024 – Jan 2026*

- Joined Crowe's newly established AI Innovation Lab as its fourth hire, establishing the research-based use-case process used to investigate, document, and present AI opportunities while mentoring colleagues in UX research and user-centered design practices.
- Designed and deployed three firm-wide versions of an AI Organizational Change Management expert within three months, adapting the experience across ChatGPT Enterprise, Microsoft Copilot for Teams, and Crowe's proprietary LLM while maintaining consistent product behavior and domain boundaries; 0% inaccuracy reports within the first month of deployment.
- Designed AI behaviors combining U.S.-standard and Crowe-specific OCM guidance with phase-aware exercises, employee-directory knowledge, and explicit out-of-scope handling to help employees navigate organizational change initiatives with clearer guardrails.
- Redesigned a developer-facing data-transformation workflow that reduced manual data entry by 85%, translating complex processing, schema mapping, AI-generated outputs, confidence states, human review, feedback, and error recovery into an intuitive product experience.
- Led UX strategy across complex enterprise AI initiatives, translating stakeholder and user research into interaction models, reusable interface patterns, and implementation-ready designs in close partnership with product and engineering.
- Led discovery and vendor strategy for an AI headshot initiative after identifying a \$400–\$500 per-person cost for traditional Partner photography; evaluated solutions against privacy, quality, and business requirements and facilitated executive discussions with HeadshotPro's founder that resulted in an enterprise partnership and firm-wide adoption.

## Independent Product Designer | *Select Client Engagements* | Jan 2022 – Sep 2024

- **MEDKids** — Transformed static medical-education content into more participatory digital experiences for children, increasing interactive touchpoints by 50% across redesigned pages and by 200% in newly created pages compared with existing designs.
- **Woebot** — Designed test dialogue and branching decision trees for a conversational mental-health experience, translating user scenarios into structured interaction paths and response logic.
- **Confidential Learning Platform** — Redesigned a consumer learning experience centered on discovering and enrolling in skill-building courses, improving information architecture and core learning journeys.

## Trim NYC | UX Specialist | Jan 2022 – Jun 2022

- Joined Trim three months before its planned launch, auditing existing user research and prototype iterations to identify usability gaps and guide the two-sided beauty marketplace toward a more intuitive, launch-ready experience.
- Partnered directly with engineering to implement and refine UX/UI changes in working app builds, shipping the redesigned experience to the Apple App Store and Google Play in early 2022 and continuing to iterate on the product post-launch.
- Extended beyond product design to support go-to-market execution, creating launch campaigns and marketing assets, managing vendor relationships, and growing marketplace supply by overseeing the recruitment and approval of stylists and beauty professionals.

## Outlier.AI | AI Dialogue Evaluator – Design (Independent Contractor) | 2024 – 2025

- Evaluated AI models using design-domain prompts, reviewing generated responses and providing structured feedback to improve output quality, relevance, reasoning, and instruction-following.

## Tutoria | Content Designer (Early Career)

- Increased social-media engagement by 300% by redesigning educational content for multilingual immigrant audiences, combining visual storytelling, audience-relevant messaging, and translated copy to make information about U.S. naturalization, language, and culture more accessible.

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## EDUCATION

Master of Professional Studies in UX Design — Maryland Institute College of Art (Jan 2023 – May 2024)

Undergraduate Degree in Media and Communications — CUNY KBCC (Jan 2020 – Jul 2021)

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## SKILLS & TOOLS

**Product Design:** Product Strategy, 0→1 Product Design, Interaction Design, Systems Thinking, Information Architecture, Visual Design, Design Systems, Prototyping, Accessibility

**AI-Native Design:** Human-AI Interaction, Agentic Workflows, Human-in-the-Loop AI, AI Output Evaluation, Trust & Transparency, Conversational Experiences

**Research & Experimentation:** Qualitative & Quantitative Research, Usability Testing, Product Discovery, Prototype Validation

**AI + Build:** Figma, Claude Code, Cursor, React, Frontend Prototyping, AI-Assisted Development, Design→Code Workflows

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## CERTIFICATIONS & SPECIALIZATIONS

- AI Fluency: Framework and Foundations — Anthropic Education
- Machine Learning Specialization — Stanford University
- Generative AI Automation Specialization — Vanderbilt University
- Big Data, Artificial Intelligence and Ethics — UC Davis
- Intro to Psychology — Yale University
- UX Design — Google
- Visual Elements of UI Design — CalArts
- Big Data for Social Good — HarvardX