Gregory Gonzalez

Lead Product Designer | AI Agent and Conversation Design | Human-in-the-Loop Systems | Design Systems
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SUMMARY

I'm a curious designer with twenty years of moving from the screen to the system behind it. I keep asking why people expect what they expect, then what an experience does when it fails. That curiosity took me from interaction design to design systems to conversation design, and now to building AI tools and products, working in code alongside agents.

PROFESSIONAL EXPERIENCE

Ring (Amazon) | December 2017 - Present

Lead Product Designer, L6: AI tooling, AI features, Robotics and Drones (2025 - present)

Senior Product Designer, L5-L6: Ring.com design system and support (2021 - 2024)

Senior Product Designer, L5: Alarm, monitoring, and third-party integrations (2017 - 2020)

AI features and tooling

- Currently designing AI-driven device automation for Ring cameras.
- Currently designing indoor air and land drones and robotics: setup, space mapping, and autonomous and manual flight control with live views.
- Led end-to-end design of Ring's AI feature suite (launched December 2025), converting first-time enablement at roughly 3x the projected target and reaching six-figure adoption in the first quarter. Partnered with product, content design, and legal to meet biometric consent requirements in plain language, treating transparency as an enabler rather than a tax.
- Owned the contact support experience through its move from a third-party chat vendor to an in-house chat product (later launched as Sherlock): a deterministic conversation workflow driven by an LLM on AWS Bedrock, with handoff to a human agent when customers exhausted the workflows and the agent couldn't resolve the issue.
- Design and build the AI tooling the design org runs on: a design agent, MCP servers, a prompt translation layer, and write-tooling that pushes generated work onto Figma canvas. Deliverables land as working software, not specs.
- Built a native iOS workbench app that loads Ring design system components and consumes Ring API data, letting designers prototype against production data. Cut iteration time on minor design and content changes from roughly 30 minutes of full-codebase build time to under 30 seconds.
- Designed the workbench to exhaust the design system before allowing custom work and to compose exceptions from system primitives, making output compliant by construction; a senior designer's review of one project built with it measured 95% coded components.

Device features

- Owned the first iteration of modes scheduling, still in production and used by 100k+ users a month, and designed SOS, reached by roughly 250k users a month.
- Led monitoring customization, letting customers set how the professional monitoring service responds in an emergency.
- Led modularization of the monitoring sign-up flow.
- Designed third-party device integrations: Lennar smart locks, myQ garage for Amazon Key deliveries, and the Moen water shut-off valve.
- Collaborated with the Alexa org on several proofs of concept.

Design systems

- Owned the migration of Ring.com's legacy component library to a modular block system on Contentful, defining the CMS building blocks with marketing and UX. Modernized and modularized 100+ components, with documentation for the marketing team, and reached 100% marketing adoption.
- Built a pattern library and scaling system for imagery and text, giving the image production team guidelines and templates for product shoots.

Mentoring and training

- Lead AI enablement for a 30+ person design organization through a multi-week workshop series on AI IDEs, prompt structure, and agentic workflows. Every attendee now builds with AI-assisted development and several ship production code; the program was extended by request after team-wide satisfaction feedback.
- Mentored an intern to a full-time offer at Ring.

Owner and Principal Designer, Orkestr8 | October 2025 - Present

Product boutique amplifying product design expertise through AI-driven development. Each product is specified, built, and maintained solo on an agentic stack.

- **Atmos (in development):** Mental wellness companion designed around vocalization support and escalation to human help rather than treatment. Release is gated on clinician consultation to validate distress detection and handoff guardrails.
- **Glimps (simulation, no live capital):** Local-only crypto teaching tool that gathers vetted evidence each morning, writes a daily brief with models, and decides buy, sell or hold in a simulator that follows a real Kraken account under hard rules in code. Every order and prediction is scored and the account is measured against simply holding to test for real edge before go-live; built the immutable evidence layer, the code screen that ranks every coin, and the guarded live switch.
- **MARLOWE (in QA):** MultiModal Adaptive Reasoning and Learning Operation Work Engine. A native macOS speech-to-speech companion for working through ideas, project requirements, and technical requirements, then turning them into tasks for coding agents in any IDE, including Codex and Claude Code, with Kiro and Cursor adapters.

PRIOR EXPERIENCE

Senior UX/UI Designer, Mango Languages | December 2016 - December 2017

- Designed the Mango Languages mobile experience for iOS and Android, owning wireframes, high-fidelity design, production specs, and style guides.
- Built interactive prototypes and ran remote UX testing, then facilitated design reviews with stakeholders and product owners to gather qualitative feedback.

Lead Product Designer, Maker's Row | August 2016 - December 2016

- Designed the web experience for both the brand-facing and manufacturer-facing product as the sole designer on a small team.
- Ran in-person UX interviews, A/B testing, heuristic analysis, and market research; worked directly with the CEO, COO, and engineering on delivery.

Earlier roles

- Lead Product Designer, My Channel (2015 - 2016): Designed desktop and mobile for a peer-to-peer video conferencing platform with full product autonomy; deployed by Optim Healthcare as an enterprise solution.
- UX/UI Interaction Designer, Mossio (2015): UX, UI, and interaction design across concurrent client web and mobile projects.
- Interaction Designer, CyberGrants (2013 - 2014): Translated wireframes, workflows, and requirements into high-fidelity mockups and interaction specs for enterprise software.
- Partner and Lead Designer, Syck (2008 - 2012): Led UI/UX for Mighty Paw, a mobile game that shipped to the App Store and reached a few hundred users over about a year (since retired), and designed LeadPaw, a pet-sitting platform, through its pilot.
- Freelance Product, UX and Interaction Designer (2006 - 2018): SaaS, web, and visual design for clients including Bloomberg, Pfizer, Verizon, and Volvo.

SKILLS

AI and Development: Conversation Design | Voice Interaction Design | Agent Behavior Design | Escalation and Error Handling | Human-in-the-Loop Design | Agent Architecture | Multi-Agent Orchestration | MCP Servers | Prompt Engineering | Memory Architecture | AI-Assisted Development | Design-to-Code | AWS Bedrock

Product Design: Product Design | UX | UI | Interaction Design | Information Architecture | Systems Design | Design Systems | Wireframing | Prototyping | Storyboarding | Web Applications | Mobile Applications (iOS, Android) | SaaS

UX Research: User Interviews | Usability Testing | A/B Testing | Heuristic Analysis | Cognitive Walkthrough | Personas | Market Research

Leadership: Mentoring | Employee Training | Workshop Facilitation | Cross-Functional Collaboration | Design Reviews | Stakeholder Management

Tools: Figma | Contentful | Claude Code | Codex | Cursor | Kiro | Sketch | Adobe Photoshop | Adobe After Effects | Git | GitHub | Bitbucket | Xcode | CocoaPods