

Adam Rotmil

Product Designer

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I lead product design and design systems at a startup, working on AI agents for advertising. I've also designed for finance, healthcare and defense. Security highlights include work with the Army Futures and Concepts Center to prepare for AI and quantum in 2040; work the U.S. Special Operations Command to foster deep tech innovation and capabilities development; and designing a learning management system for U.S. Cyber Command to train security specialists in offense and defense roles.

Experience

2024 – Present	Design Lead, Core Product — Agentic AI · Clarvos • Owning end-to-end design for an agentic advertising platform that runs campaigns, generates creatives, and optimizes ad spend. Shipped founding MVP including full design system in first sprints in deep collaboration with 30 engineers, 8 PMs, and the founding team. • Leading 0-to-1 discovery, prototyping, and design system work. Running experiments with AI designers to define product–market fit and differentiation across AI surfaces and agentic workflows. • Delivered full rebrand with the GTM team: rebuilt the design system and redesigned the entire application in a rapid sprint for a successful launch out of stealth. • Guide the digital creative studio producing image and video ad campaigns for Meta, TikTok, YouTube, Reddit, CTV, and native advertising. • Oversee and guide the work of 2 product designers, elevating process and craft quality. • Winner: Top 3 Employees Company Innovation Merit Award, 2025.
2023 – 2024	Senior Product Designer · Cylitix — U.S. Special Operations Command • Lead designer for a platform connecting tech scouts with VC-backed innovators, bridging public–private funding across a \$3B+ ecosystem. • Designed LLM-powered features scaling to a 45,000+ user base. • Built a scalable Figma design system to optimize velocity and shipping cadence. • Ran cross-functional workshops to align leadership, product, and AI teams.
2022 – 2023	Product Design Lead · Toptal • Selected to the top 3% of global design talent through Toptal's screening process. • Led 0-to-1 design of Respond AI, an LLM-powered supply-chain logistics app that cut driver wait times by over 90%, with a TAM in the tens of billions. • Built and scaled a Figma design system across the org, driving consistency and velocity. Invited to design multiple enterprise applications as a result. • Designed an innovative clinical trial platform now in use at Yale University, and a training environment for U.S. Cyber Command. • Led discovery sprints for Wild Brains, a brain–computer interface, including market research and a Figma prototype used by co-founders to pitch investors.
2020 – 2022	Product Discovery and Design Lead · AstraZeneca • Led product design for Care, a platform for running clinical trials on cutting-edge therapies that helped modernize cancer research. • Conducted 100+ UX research interviews with patients, clinicians, and caregivers to inform product–market fit and validate interaction models.

2018 – 2020	Studio Craft Lead, Interaction Design · Fjord Accenture • Led the redesign of the U.S. Citizenship & Immigration system used by 5,000+ adjudicators processing over 35,000 applications daily. • Helped scale the DC studio from 40 to 150+ designers; mentored over 70 designers across engineering, product, and leadership. • Co-led Futures & Concepts Center design for Army Futures Command, aligning 1,000+ personnel for AI and quantum computing readiness in 2040.
2017 – 2018	UX Design Lead and Senior Manager · T. Rowe Price • Led the retail investment team in redesigning the 401(k) customer experience. Managed a team of 5 designers. • Doubled customer retention by designing a mechanism for customers to rebuild contributions after short-term financial needs. • Transitioned customers from phone to digital, enabling the transfer of 500+ FTE employees to more rewarding roles and closing an unneeded office.
2016	Product Designer · Perfecta • Led product discovery and design for cybersecurity software supporting special operators. • Worked directly with CEO and GTM team on prototypes and growth.
2018 – 2020	Design Faculty · Maryland Institute College of Art • Taught graduate-level UX and Product Design.

AI Model Evaluation

2023 – Present	Contributor — RLHF & Model Evaluation · DataAnnotation (OpenAI, Google, Anthropic) • Evaluate and rate model outputs across multi-axis quality frameworks: instruction following, factuality, completeness, conciseness, and safety — for frontier models including ChatGPT and Google Gemini. • Contribute to SFT and RLHF training data used by models shipped to hundreds of millions of users. • Serve in a quality assurance role reviewing other evaluators' ratings for consistency, accuracy, and rubric adherence. Helping maintain the integrity of the training data pipeline.
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Education

B.F.A. in Design · The Art Institute of Boston
Guest Student · The Basel School of Design