DAN NEMIROVSKY

UX, AI & Product Design Leader · Agentic AI, Design Systems & Digital Transformation

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SUMMARY

UX, product design and AI leader with 20+ years building design organizations, design systems and AI-powered products in regulated, high-stakes industries: financial services, healthcare and enterprise technology. Today I'm Lead Staff UX Builder across Google's Core AI and Finance, leading the design and execution of agentic experiences for internal products that serve 200K+ Googlers worldwide. Before that I was Director of Experience Design at Prudential Financial, where I launched the company's first AI/ML interface product and aligned C-suite stakeholders across Business, Product, Technology, Legal and Distribution.

Focus areas: Responsible AI adoption · Enterprise transformation · 0-to-1 product · Human-centered design · Operational efficiency

EXPERIENCE

Lead Staff UX Builder, Core AI & Finance | Google

Jul 2026 – Present

Leading the design and execution of agentic experiences across internal Google products · End-to-end ownership, from AI orchestration through prototyping and developer handoff

- Lead the design and execution of agentic experiences across Core AI and Finance, for internal Google products that serve 200K+ Googlers worldwide.
- Designed and built Mimir, a six-agent UX crew (one orchestrator, five specialists) with a confirmation gate: agents draft the work, and a person approves every write before it ships.
- Packaged the system for team adoption with a side panel for monitoring parallel agents and a catalog of 43 standalone skills, with role presets for design, research, writing, marketing and management.
- Design multi-step agentic workflows in Gemini Enterprise as structured, reviewable steps (not one-off prompts), so accountable people can audit what the AI did and why.
- Run the full AI-assisted design loop (orchestration, prototyping, iteration and dev handoff) across Antigravity and Claude, keeping design intent and shipped code aligned.

Founder & Principal | DN Creative LLC

Feb 2026 – Present

Boutique design consultancy · Fractional Head of Design and advisory engagements

- Provide fractional design leadership and strategic advisory to early-stage companies, spanning business development, product and brand strategy, and finance-focused SaaS.

Director, Experience Design | Prudential Financial

Aug 2022 – Mar 2026

17 designers · Agency, vendor, offshore and nearshore resource management

Prudential Stages: 0-to-1 AI-powered D2C retirement planning platform

- Owned design vision for Prudential Stages and shipped LIV, the AI layer within Stages and the company's first AI/ML interface product; recognized with 6 industry awards and serving about 500K visitors a year.
- Launched the company's first 0-to-1 direct-to-consumer product in 12 months, aligning design, product and engineering through OKR frameworks and Agile delivery in a regulated environment.
- Embedded human-centered AI principles and responsible AI design practices across Prudential's Retail Advice & Solutions business.
- Led design thinking workshops and journey-mapping sprints using mixed-methods research and voice-of-customer insights to ground AI product decisions in human outcomes.

Retirement Strategies: distribution, institutional, sales enablement and individual journeys

- Defined service design and UX strategy for PruXpress (self-service capabilities, paperless asset transfer, redesigned book of business), driving a 15-point NPS increase in under 12 months.
- Led Project Elevate, a change management initiative migrating the Annuities CRM to Salesforce Financial Services Cloud, and architected the full UX system.
- Directed design of the Data Exchange Management (D.E.M.) Tool, automating external data intake for financial professionals and cutting processing time from weeks to minutes.
- Established a Developer API Storefront, a self-serve portal giving technical and non-technical partners access to the full API library.
- Scaled from 8 to 16 Agile teams across 3 business units, increasing delivery by 45%; rolled out AI-enhanced design and product tools that increased team bandwidth by 30%.
- Hired and onboarded 20 to 30 designers; built team culture, career pathing and craft standards.

Director of User Experience | Northwell Health — Oct 2014 – Aug 2022

Team of 15 across design and development · One of the nation's largest health systems · Agency, vendor, nearshore and offshore resource management

- Built the UX function from zero, growing from two designers to a team of 15, and drove organizational change across marketing, IT, product and clinical departments to establish UX as a strategic pillar.
- Created Northwell's first enterprise design system using Atomic Design principles, with a shared component library for web, mobile and enterprise software.
- Consolidated 37 microsites into a single brand and domain, improving engagement and reducing support call volume; NPS nearly doubled.
- Delivered digital self-service that saved 80,000 staff hours and reduced content creation costs 5×.
- Led digital health proofs of concept in conversational UI, AI and AR/VR, and set WCAG 2.1 inclusive design standards across all digital products.
- Directed the enterprise rebrand across digital and physical touchpoints, including Northwell's digital signage system and out-of-home campaigns.

Multimedia Designer & Supervisor | Dealertrack / ChromeData — Oct 2008 – Oct 2014

Visual production and UX for the Chrome Accessories product · Hybrid team of on-site and remote designers and 3D artists

- Launched the automotive industry's first HTML5 vehicle configurator and accessory portal for GM and Chrysler, a 0-to-1 platform product.
- Grew the design team from 2 to 10 and established cross-functional design and engineering workflows.
- Launched a dealer web application enabling VIN-scan-to-custom-build experiences, and produced branded interactive work for GM, Chrysler and Fiat.

Digital Graphic Designer | OpenLink Financial — Sep 2006 – Oct 2007

- Designed UI wireframes, interaction patterns, iconography and marketing collateral for enterprise financial software, working with developers, sales and marketing.

SKILLS

Strategy & governance: Board Advisory · AI Transformation Strategy · Responsible AI · Human-Centered AI · Technology Investment Prioritization · Executive & C-Suite Alignment · OKR Frameworks · Change Management · Regulated Industry Delivery · Fractional Design Leadership

AI & product: Agentic Product Design · AI Orchestration · Multi-Agent Workflows · Human-in-the-Loop Design · AI/ML Interface Design · 0-to-1 Product Development · Platform & Enterprise UX · Design Systems · Service Design · Mixed-Methods Research · WCAG 2.1 & Inclusive Design · Omnichannel Strategy

Organization & delivery: Design Vision · DesignOps · Org Design & Headcount Planning · Agile SAFe · Budget Management · Vendor, Agency, Offshore & Nearshore Resource Management · Mentoring & Career Pathing

Tools & technology: Gemini Enterprise · Claude · ChatGPT · Copilot · Antigravity · Cursor · Figma · Miro · Salesforce · AEM · Jira · Confluence · Notion · Adobe Creative Cloud · After Effects · Premiere Pro · Midjourney · Office 365

AWARDS 15

Prudential Financial, 2023: US Customer Experience Awards: 2 Gold, Silver, Bronze · American Business (Stevie) Awards: Gold, Bronze

Northwell Health, 2016–2021: Hermes Creative Awards: 2 Platinum, Gold · MarCom Awards: Platinum, Gold · eHealthcare Leadership Awards: Platinum · w3 Awards: Silver · WebAward · Graphic Design USA Health + Wellness Design Award

EDUCATION & CERTIFICATIONS

Degree: A.S., Visual Communications and Marketing · Nassau Community College

Certifications: Agile SAFe Certified · Cooper Design Leadership Certification · IDEO Design Thinking