

# Melanie Gower

AI-native product designer and workflow transformation leader. I turn complex, high-stakes work into trusted product systems, then build the tools, routines, and playbooks that help teams work differently for good.

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## Profile

Product design leader with 13+ years across enterprise B2B, climate-tech, AI governance, design systems, research practice, and AI-native workflow transformation. I build products and the operating systems around them: the practices, skills, audits, evals, and source-of-truth loops that let teams move faster without losing judgment, craft, or trust.

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## Current Work

### FieldRules.ai

Jan 2026 - Present

#### Co-founder

Building the elicitation layer between a team's expertise and its AI agents: turning domain judgment into governable, queryable rules agents can actually use.

- Co-designed and shipped the product from zero: provenance-first data model, BECAUSE-grounded elicitation UX, confirmable rule library, and review surfaces.
- Made human judgment architecturally irreplaceable by designing the BECAUSE field as structurally non-AI-generatable, not merely policy-protected.
- Built eval-driven design practice with named quality metrics: tautology rate, boilerplate score, confirmation rate, and quality composite.
- Encoded the operating model into a living Claude skill system with 30+ versioned skills that update Notion, rerank Jira, audit drift, and stitch prototypes on a schedule.
- Built a self-improving seed-library-generator skill that reduced prospect domain seeding from roughly 2 hours to 18 seconds.

### Helm

Feb 2026 - Present

#### AI Designer / Product Manager · Fractional

Embedded as the first designer and first PM for a 0-to-1 AI-native OKR product, owning persona research, product strategy, systems design, AI surface design, and engineering handoff.

- Authored a six-skill Claude suite for customer-loop synthesis, surface auditing, design-system updates, and prototype-to-ticket workflows.
- Built the diagnostic spine in Figma and Markdown: persona storyboards, current-state audits, and an 80+ story user-story map.
- Designed AI surfaces for proactive coaching, on-demand analysis, Slack-first push UX, AI-prepared reviews, retrospectives, and per-objective prediction layers.
- Shipped Helm Design System v5.2, interactive CEO prototype, ideal-state flows, Slack interaction designs, onboarding flows, gap analysis, and 12-week execution plan.

# AI-native product explorations

Apr 2026

## Independent builder

Independent builds exploring how systems transform public data, context, and human behavior into coordinated action.

- GridPath: real-time grid coordination prototype using EIA, NOAA/NWS, EPA EJScreen, Census ACS, WattTime, LBNL, and anomaly detection patterns.
- Quiet Hours: localized energy-shifting guidance using public grid, weather, rate, emissions, and household-load datasets.
- Between Nowhere: mobile-first learning product using the public NCVEC Amateur Radio Technician Question Pool and a custom teaching layer.
- Built and shipped through AI-native workflows across ChatGPT, Figma Make, Codex, Claude Code, and Lovable.

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## Experience

### Optera

2021 - 2026

#### VP / Director of Product Design

Led product design across a multi-product climate-tech platform and scaled the company's first design organization.

- Promoted to VP to lead product design across data-dense enterprise carbon-accounting workflows.
- Led designers across three products, translating spreadsheet- and consultant-led workflows into trusted product systems.
- Reduced manual data-entry effort by roughly 40-60% through workflow redesign and AI automation patterns.
- Originated and drove automated data ingest using OCR, anomaly surfacing, and confidence scoring.
- Originated and drove the supplier response management platform, including browser plugin and dashboard workflows.
- Appointed by CEO to lead org-wide AI adoption, defining guardrails, prototypes, and human-in-the-loop workflows.
- Built scalable design infrastructure: design-system foundations, charting libraries, UI standards, and handoff practices.

### Altvia

2020 - 2021

#### Head of Design

Led UX design for private-capital products serving General Partners and Limited Partners across desktop and mobile.

- Designed GP deal-flow and portfolio-management workflows: pipeline tracking, diligence, investment reporting, and collaboration surfaces.
- Led LP-facing mobile experiences focused on capital commitments, portfolio visibility, reporting, and investor trust.
- Built shared component libraries and delivery standards to support product consistency and long-term scalability.

### Chatlingual

2015 - 2020

#### Design Lead

Designed a multilingual customer-support platform from the ground up in close partnership with leadership and engineering.

- Owned research, workflow design, UI patterns, and interface execution across agent and customer experiences.
- Enabled live cross-language communication between businesses and customers across 90+ languages.

### Gloo

2014 - 2015

#### Mobile Design Lead

Designed mobile-first workflows and UI patterns for a large-scale CMS and content marketplace.

- Partnered with design and engineering leadership to create cohesive interface systems and reusable patterns.

### FleetCreature

2012 - 2013

#### Creative Director

Designed web and mobile apps, marketing pages, and brand assets for clients across multiple industries.

- Led client workshops to define brand and product direction.
- Mentored and trained new designers.

## Core Skills

AI-native workflow transformation  
Data-dense B2B UX  
Technical product leadership  
User research  
AI adoption and trust patterns  
User observability  
Design leadership  
Strategic storytelling

Design systems  
Enterprise workflow design  
Rapid prototyping  
Usability testing  
Eval-driven product enhancement  
Org scaling  
Mentoring  
Cross-functional alignment

## Tools + Stack

Figma  
Figma Make  
Figma MCP  
Storybook  
Lovable  
TanStack Start  
Claude  
Claude Code

Claude Code skills  
Claude Code plugins  
Claude Cowork  
Codex  
ChatGPT  
GitHub  
GitHub PR/review workflows  
Linear

Notion  
Obsidian  
Coda  
Zapier  
Maze  
Vercel

## Education

Emory University  
B.A., English Literature · 2008

*"Champion for introducing AI into our workflow, across multiple teams."*

RECOMMENDATION · DIRECT REPORT