

# Brian Mireles

## Product Design Manager

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**As an experienced designer specializing in enterprise design, I leverage my strong foundation in visual design, prototyping, and facilitation to create exceptional user experiences that drive impactful business value.**

## SKILLS

AI-Assisted Design  
Interaction design  
Visual design  
AI-Accelerated Development  
Front-End development  
Prototyping  
Developer experiences  
Facilitation and negotiation  
User Testing and research  
Agility and continuous learning

## TOOLS

Figma / FigJam  
Adobe Creative Suite  
Webflow, Wordpress, Framer  
Generative AI (ChatGPT, Cursor, MidJourney, Claude, GitHub Copilot, etc.)  
Atlassian Tools (Jira, Confluence)  
Pendo, FullStory  
UserTesting, Dovetail

## WORK EXPERIENCE

### H-E-B Design Manager - Store Operations

*DEC 2022 - PRESENT*

- Coordinating with Directors and business leaders to define design priorities and effectively delivers solutions.
- Continuing to mentor and inspire team as part of their career growth.
- Assist designers in initiatives to boost gross revenue margins by 2%, potentially generating significant revenue for the company.

### VMware Product Design Manager

*DEC 2021 - DEC 2022*

- Ensured designers maintained cohesive experiences across Cloud platform as part of companies unified vision.
- Made strategic hires to raise the quality of the team's foundational capabilities.
- Support leadership team in planning initiatives for the company's SaaS transformation.
- Mentored designers to reach their full potential and career goals

### VMware Staff Product Designer

*APRIL 2016 - DEC 2021*

- Lead design efforts E2E for critical cloud features to enable cloud transformation for Enterprise customers and drive business value.
- Collaborated with other Staff and Principle Designers to re-envision the next evolution of the cloud experience.
- Prototyped an E2E north star vision to present to Executive leadership for buy-in.
- Helped improve cross-functional collaboration.
- Contributed to Design Ops and Clarity open source framework.

## EDUCATION

**Sul Ross State University** BFA Graphic Design

**AltMBA** Certification

**Adobe Content Creator** Certification