

Graem Krietzman

AI-NATIVE PRODUCT DESIGNER

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HIGHLIGHTS

Increased Activation Rates by 15% @ You.com

Founding Designer @ Sentient Flow, raised \$200K

Launched SAVER token, peaked at \$5.25M market cap

PROJECT SKILLS

Product Design
Interaction Design
Vibe Coding
Web Design
Prototyping
Mobile Design
Design Research

SOFTWARE SKILLS

Figma
Cursor
Claude Code
Jitter
Framer
Webflow
Adobe Creative Suite

EDUCATION

University of California, Berkeley

2017 - 2022

Bachelor of Arts in Psychology

EXPERIENCE

ThirdLayer (YC W25), Sr. Product Designer (Contract)

June 2026 - July 2026 in San Francisco, CA

Led redesign of agentic CRM dashboard. Completely revamped onboarding experience, **increasing trial conversions by 25%**. Pushed draft PRs (Next.js) for all design projects using Claude Code.

You.com, Sr. Product Designer

Sep 2025 - May 2026 in San Francisco, CA

Led development of agentic chat and developer platform across B2B and DevEx products. Developed stylish API docs to support growing SMB pipeline, and optimized onboarding that **drove a 15% increase in developer activation**. Led DS (Design Systems) team, where I built out the Figma library, and created ENG tickets, **growing our core Storybook by 25%**. Used Claude Code for UI refinements and **vibe-prototyping (improved prototyping time from 2 days to 3 hours)**.

Sentient Flow Inc., Sr. Product Designer

Mar 2024 - Aug 2025 in Los Angeles, CA

Hired as founding designer to design a web app for building intelligent NPCs. **Raised \$200K from angel investors** and grew with company from 2-15 employees. Pivoted with company to Web3 product, powering DeFAI Agents to assist users with on-chain transactions and managing funds allocation of multiple wallets. **Founded Telegram community of over 4,000 members**, who acted as our beta user group. **(\$5.25M MCap)**

Selected Consulting, Product Designer

Jan 2023 - Mar 2024 in Los Angeles, CA

Shipped Nature Counter's website and app docs; **designed 2FA email graphics that increased app conversions by 15%**.

Led design for a 311 data platform visualizing non-emergency requests in Los Angeles.

Designed a 'Roadmap' web experience to help Americorps Alumni gain benefits from their Segal Education Award effectively.