Bre Huang

Product Designer · AI Products, Interaction Design, Personalization Systems

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Product designer who turns **open-ended generative AI into clear, reliable experiences** people can learn and work with. At Netflix, I led design for **Netflix's first member-facing generative AI feature**, from concept to a live A/B test: what the model may say, how one component travels across four surfaces, and the evaluation gate my team built to decide whether it ships. I also led the governed signal system dozens of teams and roughly 50 designers built from, and shipped a NotebookLM assistant over its 200 pages of docs so partner teams could get answers on their own. I design and code my own AI assistant with live models, so I prototype the real behavior, not a mockup of it.

EXPERIENCE

Netflix · Product Design Lead, Evidence and Personalization · New York **2021-2026**

Led design for the evidence and personalization system: the signals that tell members what a title is and why it is in front of them, across TV, iOS, Android, and web, including recommendations, Top 10 and New Episode badges, awards, availability, live states, and LLM-written explanations.

- **Built the framework dozens of teams build on.** Consolidated four legacy systems and ten years of inconsistent signals into one governed framework with a **10-level priority hierarchy enforced in code**, an engineering-gated override policy for marquee moments, and a **31-page source of truth** engineering, product, and content teams build from as a self-serve platform, so new content types (games, live, podcasts, sports) plugged in without breaking the whole.
- **Designed interaction patterns for non-deterministic AI output.** Led design of Personalized GenAI Explanations, Netflix's first member-facing generative AI feature, as one component that travels across Home, hover, detail page, and post-play, with rules for what the model may infer and say, when it appears on each surface, and a fallback to a safe default or nothing when output fails.
- **Helped build the evaluation gate that decides what ships.** Our LLM judges check every explanation for accuracy, sensitivity, and quality, validated at **96-100% agreement with human raters**, scaling from about 4,000 human-checked strings to **157,000 explanations per day** with **zero escalations or takedowns** in the live A/B test and a **0.8%** lift in quality plays.
- **Initiated a three-year AI product vision and took it to executive leadership.** Recruited a tiger team across engineering, data science, content, and product, and told the vision through one persona's week across about ten case studies, six of them prototyped, reframing recommendation and explanation as one system and changing the roadmap conversation.
- **Owned the evidence layer for Netflix's largest TV redesign in 12 years**, including reusable states for live and time-sensitive content (Coming Sunday, Live Now, Leaving Soon) that teams adopt without rebuilding the logic, stress-tested with right-to-left, APAC, and pseudo-localization.
- **Made the system self-serve for the teams building on it.** Ran design reviews, office hours, and consult slots, wrote the documentation, built a Badge Safezone Verification Tool, and shipped a NotebookLM assistant over roughly 200 pages of system docs. Set craft standards and interviewed and hired designers.
- **Bridged design and engineering.** Sat in engineering meetings to learn platform limits, especially on older TVs, and brought specs with backup options so edge cases were solved before build. Turned technical constraints into user journeys partners could act on.
- **Led experiments that changed long-standing patterns.** The Top 10 badge lifted press-play share by about **11 points**. Retired a percent-match score after two test cycles showed it moved no core metric.

Uber · Product Designer, then Product Design Lead · San Francisco **2018-2021**

- **Uber Scooters: Led end-to-end design of the zero-to-one electric scooter experience across 21 cities**, from concept to launch, spanning map discovery, reservation, camera scanning, the physical hardware, and the ride itself. Roughly **28% of first-time riders completed a ride**.
- **Uber Pro: Led design for driver recognition and rewards**, including the experience connecting eligible drivers with full Arizona State University tuition. The program increased driver retention by roughly **15%**.

Woobo · Product Designer · Boston **2017-2018**

- **Designed how an AI companion robot for children talked, responded, and handled uncertainty** as part of a 15-person founding team.
- Helped launch the product through a Kickstarter campaign that raised **more than $220,000**, over 4x its $50,000 goal.

SELECTED AGENTIC AI WORK

- **bre.ai, an agentic personal assistant I designed and coded (2026)** on Gemini 2.5 Flash with a custom MCP tool layer, built by directing AI coding agents (Claude Code): **908 commits in its first eight weeks**, 145 test files, and a standing rules file the agent works from, across 242 days of structured data and 17 years of journals. I build it every day by directing coding agents through plans, tool calls, review, and rollback, so I know firsthand where a person's trust in AI holds and where it breaks.
- **Designed an agency ladder for when the agent acts versus asks.** Small, reversible actions run on their own; anything that reaches another person is drafted first and needs approval: so the assistant stays useful without surprising anyone.
- **Made every action inspectable and reversible:** each tool call shows what changed, with live undo, so the agent moves work forward without anyone giving up control. Built claim-level citations and calibrated abstention so it says when it does not know.
- **Designed a swappable, evaluation-gated model architecture** so capability can change without breaking the product's interaction contract. Also built **20+ coded product concepts** as working software.

SKILLS

Generative AI Making open-ended AI legible · patterns for non-deterministic output · generative and conversational AI · AI for learning and knowledge work · citations and grounding · uncertainty and fallback design · evaluation and guardrails · human-in-the-loop · agentic workflows · tool use and MCP

Systems and Interaction Visual and interaction design · information hierarchy · UX frameworks · design systems and governance · self-serve docs and tooling · complex workflows · state and lifecycle design · cross-platform (TV, iOS, Android, web, hardware) · accessibility · localization · experimentation

Prototyping and Development Code-based prototyping · Figma · HTML · CSS · JavaScript · Node.js · REST APIs · MCP · live LLM APIs · Claude Code · Cursor · Framer · Origami Studio · Principle · After Effects

EDUCATION AND CREDENTIALS

Rhode Island School of Design · BFA, Graphic Design

Brown University · Select coursework in design and engineering

MIT Professional Education · Applied Generative AI for Digital Transformation, 2024