Daniel J. Baek

Senior Product Designer

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Senior Product Designer with 6+ years in interaction design and user research, now designing AI agent tools for tax and bookkeeping experts at Intuit. Prototypes in code and Figma, and ships UI to production as pull requests.

Experience

Intuit Senior Product Designer Aug 2023 – Present · San Diego, CA

Document automation TurboTax Live, QuickBooks Live, BizTax

- Saved **$3.54M** and cut expert handling time by **23%** (46 minutes per engagement) as sole designer of the system that renames and sorts customer documents, as measured by Intuit's data analytics team.
- Designed the confidence threshold that decides when the AI acts alone and when the expert confirms.
- Wrote the design roadmap, ran about 17 hours of expert research, and replaced three products' document handling with one platform and one interaction pattern.

Agent workspace Limited pilot

- Designed a workspace, from first prototype through launch, where agents do the work and experts approve it: a new client arrives with documents pulled, a refund estimated and a welcome drafted.
- Ran 3 workshops with product and engineering that rebuilt the product process around AI: the prototype replaced written specs, and the team left with a 9-step process and a six-part roadmap.

Service Studio Shipping 2026

- Designing an AI workspace that turns a plain-English brief into one buildable service definition (journey, expert screens, agent bundle) that product, engineering, operations, legal and agents all build from.

ContxtIQ Co-founder, design and front-end 2025 – Present

- Co-founded a desktop copilot that grades candidates' technical answers in live recruiter screens and suggests the next follow-up question. Used in **30+ live sessions** by 2 recruiters, with 1 design partner.
- Took the product from a Figma Make prototype to production; ships its UI as pull requests with Claude Code.

Amazon (AWS) User Experience Designer Nov 2022 – Jun 2023 · San Diego, CA

- Design lead, research to handoff, for Digital Evidence Archive: an open-source AWS app police agencies use to manage video, photos and documents with chain of custody and an audit trail.
- Cut manual file handling by **about 45 minutes per case**, with one permission model covering 4 user roles.
- Validated in 12 sessions and against WCAG 2.1 with accessibility specialists, alongside engineering and TPMs.

Deloitte Digital User Experience Designer Feb 2020 – Oct 2022 · Arlington, VA

- Designed web applications and public websites for federal and state government clients.
- Redesigned Tennessee's legacy child support system for 4,200 caseworkers in 32 judicial districts: ran brand workshops, built the design system and validated flows with users. Raised NPS by **31 points**.

Skills

Design Interaction design, user research, usability testing, prototyping, accessibility (WCAG 2.1), video storytelling

AI design Agent workflows with human approval, confidence thresholds, live AI assistance, LLM prototyping

Tools Claude Code, Claude, ChatGPT, Codex, Cursor, Figma, Figma Make, GitHub

Education

Virginia Tech B.S. Information Technology, summa cum laude

Nielsen Norman Group UX Certification, UX Research specialization May 2022