

Troy Bierke



Senior Design Lead — watsonx Orchestrate Agent Builder, IBM

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A Design Lead who treats **design thinking as a strategic capability**, not a styling service. The hardest problems I've worked on have all been ones where the problem itself wasn't defined yet — and that's the work I want to keep doing as AI reshapes how software gets built.

01 · CAREER

IBM · 12 YRS

Experience.

Senior Design Lead — Agent Builder

2024 — PRESENT

IBM · watsonx Orchestrate · Cloud Data & AI

- Led UX strategy for IBM's no-code AI agent builder, defining the design language for a product category with **no existing industry patterns**.
- Created the early designs that secured executive buy-in; scoped and prioritized all work across a 5-person design team and drove design across cross-functional teams of 8-12.

IMPACT 100K+ employee inquiries resolved by AskHR in year one · 25% faster time-to-launch vs. RPA · 2025 iF Design, Red Dot & Entrepreneur awards.

Design Lead — Cloud Data & AI

2018 — 2024

IBM · leading teams across enterprise automation & sales enablement

- **Unified Automation Builder.** Led the UX strategy consolidating three IBM automation products into one coherent experience, focusing on the connecting tissue when full redesigns weren't feasible. → 12,000 hrs saved/year · 10% drop in manual errors.
- **Cloud Pak Experiences.** Designed and ran a self-service demo platform that replaced install-on-a-VM sales demos — ran the design team like a dev team (agile, GitHub, Kubernetes) and personally triaged production outages. → tens of millions in Cloud Pak sales · W3 Silver Award.

Design Researcher — Cloud Monitoring

2015 — 2018

IBM · the systems-and-evidence foundation under everything since

- Three formative years embedded in user evidence, where I learned to bring the **rigor that dedicated researchers pride themselves on** into my own design practice — the reason my decisions are systems-led, not style-led.

UX Designer — App Performance Mgmt

2014 — 2015

IBM · where the craft foundation was built

02 · SELECTED IMPACT

100K+

inquiries resolved by AskHR, year one

25%

faster time-to-launch vs. RPA

12K

hours saved per year, HR workflows

\$10Ms

in Cloud Pak sales driven

03 · RECOGNITION

2025

Red Dot Award 2025

iF Design Award 2025

Entrepreneur Award 2025

W3 Silver 2019

Golden A' Design Award 2018

IBM Outstanding Tech. Achievement 2016

2 patents · 4+ conference talks

04 · EDUCATION

Industrial Design

Savannah College of Art & Design (SCAD)

Minor — Service Design

Trained in ergonomics, materials, and injection-molded plastics — a systems mind, not a stylist.

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