

# Brad Perlman

Product Designer

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## Summary

Product designer with 5+ years shipping complex B2B and consumer products across ad tech, AI, and data-heavy workflows. Experience spans AI-powered ad tech platforms, publisher integrations, sports data products, and a launched consumer mobile app. Known for turning ambiguous product, data, and stakeholder constraints into launch-ready experiences. Experienced using AI-assisted prototyping to accelerate stakeholder review and move product ideas from concept to engineering handoff.

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## Experience

### **Yieldmo** UX Designer

May 2025 – Present · Remote

- Owning day-to-day design across Ymax, Yieldmo's AI-powered ad tech platform — contextual targeting via natural language search, line item targeting controls, and reporting and insight surfaces.
- Contributing to the Ymax 2.0 platform rebuild as a designer working in code, porting Ymax 1.0 designs into the live Vercel app through Claude Code and refining the audience module flow across desktop and mobile breakpoints.
- Designed the SportsMax templated response system across nine sports — career stats, schedules, box scores, and standings — with sport-specific data shapes and SportRadar API mappings as the source of truth for engineering.
- Expanded SportsMax beyond editorial into commerce and tickets, designing the multi-vendor product surface and ticket comparison flow that contributed to a signed partnership deal pre-launch.
- Adapted SportsMax to a major sports publisher's design system, delivering image lightbox updates, a feedback feature, and QA documentation to support launch readiness.
- Led the PageMax interactive prototype for Cannes Lions 2025, demonstrating page-URL-level contextual targeting that has since folded into Ymax production.

### **Maywell Health** UX/UI Designer

Apr 2024 – Jul 2024 · Remote

- Delivered a responsive redesign of Maywell's website in partnership with the Founder, using a pain point audit to resolve user friction and create a more consistent experience across desktop, tablet, and mobile.
- Replaced Maywell's PowerPoint-based brand guidelines with its first design system and style guides, giving teams a structured foundation for consistent design decisions and future product work.
- Extended Maywell's brand system into doctor- and staff-facing print materials, maintaining consistency across digital and physical touchpoints.

### **RevStar Consulting** UX/UI Designer

Mar 2023 – Jan 2024 · Remote

- Led end-to-end product design for Just Crossed, a geolocation-based social app launched on iOS and Android, covering V1 MVP through V2 launch and the cross-paths matching, multi-mode profile, chat, and premium subscription flows.
- Translated dense government contracting data for USFCR into usable tables and workflows, enabling non-expert users to navigate and act on information across multiple platforms.

## **Pontem Network** UX/UI Designer

*Oct 2022 – Jan 2023 · Remote*

- Designed the Topaz NFT marketplace integration inside Pontem's mobile app and browser extension, letting wallet users view, track, and purchase NFTs without leaving the wallet.
- Designed the NFT Auction page on liquidswap.com and responsive redesigns of the Namero Name Service site and Community Boards, improving cross-device consistency.

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## **Skills**

**Design** Product Design, UX Strategy, Design Systems, Information Architecture, Responsive Design, Interaction Design, User Research, Usability Testing, Wireframing, Prototyping

**Tools** Figma, Jira, GitHub, Vercel, Miro

**AI & Technical** Claude (incl. Claude Code), LLM-assisted Prototyping, AI-assisted Coded Prototypes, HTML, CSS, JavaScript, API-informed Design

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## **Education**

**University of Central Florida** B.A. Digital Media: Game Design

*Orlando, Florida*

**Ironhack** UX/UI Design Bootcamp