

CONTACT

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CORE EXPERTISE

Design technology and prototyping

React · TypeScript/TSX · JavaScript · HTML · modern CSS · high-fidelity functional prototyping · component architecture · responsive UI · accessible interaction patterns

AI-assisted design and development

Claude Code · OpenAI Codex · GitHub Copilot · Anthropic and OpenAI APIs · MCP · agentic workflows · custom tools · multimodal workflows · RAG and context injection · human approval

Bernadette Smail

AI PRODUCT BUILDER · PRINCIPAL PRODUCT · AGENTIC PROTOTYPING

PROFESSIONAL PROFILE

Veteran design technologist and product design leader bridging UX, service design, functional prototyping and front-end development to turn complex ideas into usable, testable products.

Founder of SYSTEMshift and product lead for Human2ai, where I design and build AI-enabled interfaces, reusable workflows, custom tools and approval-gated systems. Combines enterprise design leadership from IBM iX and TD with hands-on React and TypeScript delivery, Claude Code, OpenAI Codex, AI-assisted design workflows, accessibility and design-system thinking.

PROFESSIONAL EXPERIENCE

Founder and Principal Consultant

2024 – Present

SYSTEMshift AI Strategy Inc. · Toronto

- Own product strategy, interaction design, architecture, hands-on development and release decisions for Human2ai, an AI business-team and client platform for small and mid-sized organizations.
- Translate operator needs and distinct brand systems into reusable interface patterns, specialist-agent workflows, connected accounts, custom tools, approval gates and client-specific services.
- Design and build with Claude Code, OpenAI Codex and GitHub Copilot across React, TypeScript, Node/Express, PostgreSQL, Cloudinary, Render, and the Anthropic and OpenAI APIs.
- Create human-in-the-loop, chat-to-action workflows that transform photographs, PDFs, recipe cards, spreadsheets and natural-language requests into structured product data, storefront changes, print-ready labels, product imagery and scheduled campaign assets.
- Build reusable multi-brand design and approval patterns that allow one platform to serve distinct businesses while keeping consequential changes reviewable before publication.
- Evaluate AI failure modes, privacy risks, technical feasibility, no-fabrication safeguards and appropriate human oversight through working prototypes.
- Facilitate workshops that move teams from ambiguous ideas to validated workflows and functional prototypes.

Senior Manager, Service Design

Jun 2022 – Apr 2024

TD Bank / TD Invent · Toronto

- Led enterprise product and service design for complex internal platforms, operational workflows, research systems and automation in a highly regulated environment.
- Created and shipped the TD UX Research Repository as Product Owner, Service Designer, Product Design Lead and hands-on Power FX and SharePoint developer.
- Designed its information architecture, taxonomy, researcher and administrator workflows, search and preview experience, tagging, subscriptions, governance and automation.
- Iterated through more than 50 prototypes and unlocked 12 years of research artifacts for more than 400 human-centred-design staff and contractors.
- Delivered an estimated 11,500+ work hours saved annually and eliminated \$120,000 in licensing costs.
- Coordinated design, research, technology and senior leadership stakeholders while establishing reusable operating patterns that improved consistency, visibility and adoption.

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CORE EXPERTISE, CONT.

Design systems and product enablement

Figma · FigJam · Axure RP · Miro ·
Mural · design systems · reusable
components · design tokens ·
interaction patterns · information
architecture · service design ·
workshops · stakeholder alignment ·
team enablement

Product build and automation

Node.js · Express · REST APIs ·
PostgreSQL/Neon · Vite · Tailwind ·
shadcn/ui · Radix UI · Drizzle ORM ·
Zod/JSON Schema · Git/GitHub ·
Cloudinary · Render · Stripe · n8n ·
Odoor · ElevenLabs

PROFESSIONAL EXPERIENCE, CONTINUED

Senior User Experience Consultant / Design Technologist

Feb 2016 – Jun 2022

IBM iX · Toronto

- Bridged product design, research, engineering and business strategy across banking, travel, government, healthcare and AI-enabled services.
- Led enterprise AI use-case discovery and North Star visioning with senior and C-suite stakeholders during the Watson era.
- Created a scalable Sprint Zero framework, workshop templates, taxonomy, project hub and automated reporting for TD CCaaS, enabling more than 60 lines of business to apply a consistent user-centred implementation approach.
- Led architecture, functional Axure prototyping, iterative testing and Figma handoff for TD Wire Origination.
- Facilitated a micro-frontend workshop with developers to define reusable components, patterns and variants. The resulting service supported 43 integrations, 1,158 branches and 10 million customers while eliminating approximately 1.56 million pages of paper annually.
- Modernized IBM Trade Management using the Carbon Design System and interactive prototypes.
- Designed an Air Canada conversational Axure prototype demonstrating ticket purchase and seat selection through dialogue rather than traditional form-based screens.
- Created interaction patterns for the IBM i2 link-analysis platform, supporting entity capture, relationship visualization and pattern detection across multi-source data.
- Delivered architecture, research, design and product direction for Canada.ca, Elections Canada, TD, BMO, RBC and other complex regulated environments.

EARLIER EXPERIENCE

Senior Information Architect · Grip Limited

Oct 2010 – Dec 2015

Led research, information architecture, prototyping, interaction design and usability work for Honda, Acura, Budweiser, Taco Bell, McCain, Splenda, Neutrogena and Wonder Bread.

Information Architect / Creative Team Lead · Affinity Health

Jan 2009 – Oct 2010

Designed the end-to-end information architecture for a secure U.S. military portal and mentored the team in qualitative human-centred-design methods.

UX Designer / PHP Developer · Netex Enterprises Inc.

Nov 2006 – Dec 2008

Built a patient-management system for the Elkie Adler Assistive Technology Clinic and a full-stack digital-signage platform using PHP, JavaScript, CSS, MySQL and ActionScript 3.

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RECOGNITION

Above and Beyond Award

TD Invent · 2023

Bee Epic Coach

IBM Canada · 2022

Delivery Excellence Award

IBM · 2020

LANGUAGES

German — Native

English — Near-native

SELECTED AI AND DESIGN TECHNOLOGY BUILDS

Human2ai — Product lead and hands-on builder

Multi-brand AI business-team platform combining brand-aligned account managers, specialist agents, connected accounts, custom tools, approval gates, multimodal inputs and reusable client workflows.

Klara Klartext — Originator and technical product lead

Public multilingual civic-information assistant with distinct conversational modes, age-appropriate outputs, information guardrails and a reusable campaign and content system.

Matti — Co-builder, student-facing video-agent prototype

Multilingual school-kiosk proof of concept using avatar and voice technology, low-threshold interaction, explicit adult handoff, privacy protections and escalation gates.

Human2ai x Higgsfield — Product integration lead

Approval-gated social-video and campaign-media workflows that preserve brand, product, source-asset and generated-artifact lineage throughout the production process.

AI voice and operations automation

Designed and shipped ElevenLabs voice agents connected to calendar availability, Cal.com, Odoo and n8n for intake, scheduling, customer service and operational routing.

EDUCATION AND CREDENTIALS

IBM AI Product Manager — Professional Certificate, IBM / Coursera	2025
Generative AI: Foundation Models & Platforms	2025
Credential of Readiness — CORE, Harvard Business School Online	2024
OKR Certification: Leadership and Goal Setting, Measure What Matters	2024
IBM Enterprise Design Thinking Co-Creator	2018
IBM Design Thinking Practitioner	2016
Certified Experience Researcher, CXR™, Akendi	2014
Certified Multimedia Designer, InMedia Bildung, Germany	1998
State-Certified Graphic Designer, Richard-Riemerschmid-Berufskolleg, Germany	1995