

KEATON BRETT

Head of UX · UX Director · AI Product Design · Design & Product Strategy Leader

Charlotte, NC | Keaton@BeastLevel.com | (917) 671-6406 | LinkedIn: www.linkedin.com/in/keaton-brett-727aa713

EXECUTIVE SUMMARY

UX and product leader with 15+ years of experience spanning software engineering, front-end architecture, and design leadership. My path into UX ran through the codebase — I built the systems before I designed them — which means I can push for great design without losing sight of what's actually buildable. I've led design systems from the ground up, shaped product roadmaps, and gotten Product, Design, and Engineering teams working from the same playbook on enterprise platforms used by thousands of people. Today I run Beast Level Labs, an AI-driven app design studio, where I direct AI coding agents to take products from concept to production. Studio products include UX-Ray, an AI-powered UX audit app, and MyContracto, a multi-tenant SaaS platform I designed and built end to end in under three weeks.

CAREER HIGHLIGHTS

- Built and led the UX strategy for Kroll's enterprise PCM platform, becoming the go-to UX voice inside Product Management and shaping the experience across every asset class the platform touched.
- Created a design system and governance model from the ground up — standardizing components, interaction patterns, and accessibility practices across a platform used by enterprise clients every day.
- Spent over a decade moving from hands-on software development into technical leadership, and eventually into UX strategy — a path that gives equal fluency in design critique and code review.
- Led UX and technical work on a Bank of America tool used by roughly 20,000 customer service agents, with a sustained focus on cutting friction out of their daily workflow.
- Designed reusable component libraries and front-end frameworks at three different companies, each time turning one-off screens into systems other teams could build on.

CORE COMPETENCIES

UX Vision & Strategy | Design Leadership | Enterprise UX | Product Strategy | Design Systems | UX Governance | User-Centered Design | Design Thinking | Usability Testing | UX Analytics | Product Discovery | Roadmap Influence | Cross-Functional Leadership | Executive Stakeholder Management | Accessibility | Agile Product Development | Team Leadership | Mentoring | Front-End Architecture | AI Product Design | AI Code Generation and Design | AI Automation and Testing | Prompt & Spec Engineering | SaaS Product Development

AI & PRODUCT DESIGN

- **AI-native delivery:** Direct AI coding agents (Claude Code, Cursor) as a full product team, writing the specs, design contracts, and guardrail rules that let agents ship features, database migrations, and tests to a consistent standard.
- **Spec-driven design:** Write product blueprints, product and design-system documentation, and light/dark design tokens that keep AI-generated UI on-brand, accessible, and consistent from screen to screen.
- **Rapid design exploration:** Use AI to generate and compare several visual directions in hours, then run structured critiques of hierarchy, accessibility, motion, and UX copy on the chosen direction before it is built.
- **Automated quality gates:** Pair AI generation with CI checks that block off-token colors, Playwright end-to-end tests with axe accessibility scans, a Lighthouse accessibility target of 95+, and database security tests.
- **Product strategy:** Turn market research into phased roadmaps, pricing models, and launch checklists, shipping in small, reviewed pull requests that merge automatically once CI passes.

PROFESSIONAL EXPERIENCE

Founder & Product Design Lead — Beast Level Labs (App Design Studio), Charlotte, NC *Sep 2026 - Present*

- Founded an AI-driven app design studio that takes products from research and branding to production-ready web apps, using AI agents for design, code generation, and testing.
- Designed and built MyContracto, a multi-tenant SaaS lead platform for roofing and solar contractors that turns public parcel, building permit, and NOAA hail and wind data into scored, explained sales leads sold by county territory.

- Designed the experience for three roles (company owners, sales managers, and field reps): a desktop leads workspace, a mobile-first territory map with route planning, two-tap door-knock outcomes, follow-ups, and a daily Today view.
- Created the brand and the "Point Cloud" design system from scratch: logo, color-blind-safe palette, typography, light and dark design tokens, and a shadcn/ui (Radix) component library, with lint rules that keep every screen on tokens.
- Built on Next.js 16, React 19, TypeScript, Tailwind CSS v4, and Supabase (PostgreSQL, PostGIS, Auth, row-level security), plus a Python data engine (GeoPandas, pandas) for data ingestion and lead scoring.
- Shipped Stripe subscription billing, an operator console, owner reporting dashboards, homeowner storm-report PDFs, email alerts, and a public storm-damage quote page that generates premium leads.
- Merged 30+ pull requests through CI with unit, database (pgTAP), end-to-end (Playwright), and accessibility (axe, Lighthouse) tests, plus Sentry monitoring, rate limiting, and a launch checklist.
- Designed and built UX-Ray, an AI-powered UX audit app: a user submits any public URL, a headless browser (Playwright, Puppeteer) captures what a visitor actually sees, and the Claude API evaluates the page against a 67-rule UX heuristic library.
- Scores each site across clarity, navigation, results, and efficiency, and ranks every finding by impact, confidence, frequency, and fix effort so the highest-value fixes surface first.
- Generates a report with category scores, severity-rated findings, and plain-language explanations of each problem and how to fix it, with PDF export and a saved reports library.

Senior Product Manager / UX Director — Kroll, Charlotte, NC

Jan 2026 – Jul 2026

- Owned the UX/UI strategy for the PCM enterprise platform, shaping the experience across asset classes, workflows, and product capabilities.
- Served as the primary UX voice inside Product Management, pushing user empathy and design thinking into roadmap decisions.
- Built and evolved the PCM design system, standardizing components, interaction patterns, usability rules, and accessibility practices.
- Partnered with Product Managers to turn dense business and client requirements into experiences people could actually use.
- Used analytics, user feedback, and behavioral data to influence what got prioritized and why, and defined what "good UX" meant in measurable terms — adoption, satisfaction, usability, task completion.
- Ran usability testing, worked with Front-End Engineering (React, Ant Design) to keep design intent intact through implementation, and maintained UX governance docs across the platform.
- Led UX for entitlements and permissions, making access levels clearer and more consistent across user roles, and stayed embedded through sprint planning, backlog grooming, and release demos.

Senior Front-End Manager — Kroll, Charlotte, NC

Apr 2022 – Dec 2025

- Led front-end and UX strategy for the PCM platform, bridging product requirements, design standards, and engineering execution.
- Set UI design standards and UX workflows that brought more consistency across the platform.
- Partnered with Product Management to translate business needs into sprint-ready stories for biweekly releases.
- Designed and delivered prototypes to test and refine platform functionality before development started, and used AI tools (Claude, Copilot) to conceptualize and demo potential new features.
- Led a mix of onshore and offshore developers, keeping technical delivery aligned with product and UX goals.
- Ran code reviews and knowledge-transfer sessions to raise engineering quality and consistency across the team.
- Led release demos for business partners, testers, and developers, and built the reusable UI components that became the standard for the PCM front end.

Staff Engineer | Technical Design Lead | UI/UX SME — Home Depot Pro, Davidson, NC

Apr 2016 – 2022

- Served as Technical Design Lead and UI/UX subject matter expert for enterprise application frameworks supporting the Home Depot Pro line of business.
- Led the technical design and UX strategy for an application framework that became the foundation for future enterprise apps.
- Built reusable UI components that gave new applications a consistent, scalable starting point.
- Designed workflows that turned complicated business processes into something people could actually use, working directly with stakeholders on wireframes before a line of code was written.
- Set UI standards for the Application Framework, built a reusable component suite for new apps and plugins, and trained developers on user-centered interface design.
- Served as technical lead on complex initiatives across the THD Pro organization.

Senior Software Developer | Technical Design Lead — Bank of America, Charlotte, NC *May 2012 – Sep 2015*

- Served as Technical Design Lead for LEAN, a .NET WinForms application used by roughly 20,000 customer service agents in the U.S. and overseas.
- Worked with business stakeholders to turn operational needs into high-level and low-level design solutions.
- Designed UI improvements that made agents' day-to-day work faster — dynamic data entry, clearer loading states, multi-tab workflows.
- Built a rules and entitlements engine that controlled feature access based on agent roles.
- Managed offshore testers and developers, coordinating delivery across distributed teams, and ran code reviews, knowledge-transfer sessions, and release demos.

Senior Software Developer | Team Lead — Pinstripe Incorporated, Charlotte, NC *May 2011 – Apr 2012*

- Led and mentored a team of three junior developers through code reviews, training, and project planning.
- Scoped technical approaches and estimates for business requirements and strategic initiatives, flagging risks early to keep projects on budget and on schedule.
- Helped architect an enterprise-level modular manufacturing system and built interactive interfaces using C#, .NET, ASP.NET, WinForms, and WPF.
- Architected a three-phase manufacturing platform covering production scheduling, processing, and shipment.

Test Engineer — D.D.I., Pittsburgh, PA *Jun 2009 – May 2011*

- Led white-box testing on Agile R&D projects, covering performance, integration, regression, security, and database integrity.
- Built C# .NET testing applications and automation tools to make testing more effective.
- Investigated defects and performance issues across enterprise systems and web applications.
- Wrote SQL queries and testing tools to automate and validate backend functionality.

EDUCATION

University of Pittsburgh — Pittsburgh, PA

Bachelor of Science, Computer Engineering | April 2009

Honors List: Fall 2008 and Spring 2009 | Engineering President: April 2005 – April 2006

TECHNOLOGY & DESIGN

UX / Design: Figma, Adobe XD, Adobe Express, Adobe Illustrator, Adobe Photoshop, Pendo, Ant Design, shadcn/ui, Radix UI, Design Tokens, AG Grid, AG Charts

Product & UX: UX Strategy, Design Systems, User-Centered Design, Prototyping, Wireframing, Usability Testing, UX Analytics, Accessibility, Interaction Design, Enterprise Workflows

Front-End & Development: React, Next.js, TypeScript, Tailwind CSS, HTML, CSS, JavaScript, Python, C#, .NET, ASP.NET, WPF, WinForms, XAML, XML, PHP, SQL, C++, Java

Platform & Engineering: Supabase, PostgreSQL, PostGIS, Vercel, Stripe, Sentry, GitHub Actions, Playwright, Puppeteer, Vitest, Azure, DevOps, Microsoft SQL Server, Web Services, WCF, Windows Services, MVC, Prism, Grafana, TFS, SharePoint, Subversion, Git, CI/CD, REST/RPC APIs, TDD, Jira

AI & Creative Tools: Claude, Claude Code, Claude API (Anthropic), ChatGPT, Microsoft Copilot, Gemini, Cursor, AI Coding Agents, Canva, Suno