
BRAN CIRK / PRODUCT DESIGNER

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Professional Summary

Multidisciplinary product designer and creative leader with 15+ years at the intersection of storytelling, design, and next-gen technology — exactly where I thrive. I bring a full-stack perspective to product design, combining deep UX craft with strategic vision, technical fluency, and a track record of building and scaling innovative platforms. I specialize in turning complexity into clarity—whether designing AI-powered tools, mobile-first communication products, or scalable design systems for consumer tech.

Experience Highlights

- **15+ years** of creative direction across brand, product, and digital ecosystems
- **10+ years** of hands-on product design, from 0→1 to platform-scale systems
- **8+ years** building and scaling startups from concept through growth and funding
- **5+ years** designing AI-native experiences for music, media, and creator tools

Core Skills

Product Design · UX Strategy · Interaction Design · Design Systems · iOS & Mobile UX
Prototyping · AI/ML Interfaces · Cross-Functional Collaboration · Visual Design
Figma · Xcode · HTML/CSS · Motion Design · Brand & Product Cohesion

Experience

Aimi · Head of Product & Design

AI Generative Music Platform

2020 – Present

- Led design for an interactive AI music product from concept to launch
- Co-invented a patented UX system for live, generative audio control
- Built the full design system spanning mobile, artist tools, and content curation
- Defined product vision and UI frameworks across multiple surfaces and user types
- Partnered with AI researchers, engineering, and product to bridge deep tech with user needs
- Supported \$20M+ Series B through product demos and investor storytelling

Strings · Head of Product & Design

Social Media Platform

2017 – 2020

- Designed and launched a mobile-first social app prioritizing privacy and real-time expression
 - Built out UX architecture, controls, and a lightweight, expressive messaging format
 - Led design of onboarding, retention flows, and growth experiments
 - Integrated brand tone and interaction design for a cohesive, authentic experience
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Creative Director · simplr.co

Digital Experience Agency

2017 – Present

- Delivered full-stack UX and brand design for HyperIce, Airbnb, Les Labs, and more
- Balanced product requirements with high-impact visual storytelling

Associate Creative Director / XD · BLITZ Agency

Digital Agency

2014 – 2017

- Led product design and experience strategy for Faraday Future, GoPro, Asus, TaylorMade
- Blended UX, UI, and storytelling to create award-winning digital experiences

Art Director · Avatar Labs

Entertainment-Focused Digital Agency

2011 – 2014

- Directed campaigns and built interactive tools for Warner Bros, Mattel, Fox, and more
- Focused on product-style entertainment experiences for web and mobile

Senior Designer / Art Director · 2Advanced Studios

Interactive Design Studio

2006 – 2011

- Crafted immersive experiences for Tesla, Ford, and Activision
- Merged front-end development, visual systems, and motion to create next-gen UIs

Education

Bachelor of Fine Arts (BFA) 2002-2006

"The Braca Karic University" · Belgrade, Serbia

Recognition

Featured in Taschen, Computer Arts, IdN Magazine

Awards: 11 FWA's, 4 Awwwards, Silver Drumsticks (Golden Drum)

Showcased on Behance, Digital Served, and other top platforms
