

TIE LOVE

Founding Designer | AI Product Builder | 0→1 Systems

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18	179+	4
YEARS IN DESIGN & PRODUCT	CLIENT PROJECTS DELIVERED	AI PLATFORMS BUILT & LIVE

SUMMARY

Founding designer and AI product builder with 18 years taking ideas to production. I take products 0→1 — product vision, brand, UX, design systems, and platform design — and ship them through AI-orchestrated development, no traditional engineering team required. As a founder I've designed, built, and launched four production-grade AI platforms, all live today, and I've delivered 179+ client projects for startups, venture-backed companies, city government, aviation, precision manufacturing, and global technology brands.

The design craft to own the whole product surface, the technical fluency to work directly with engineers, and the strategic range to set direction with founders and executives.

FOUNDER PRODUCTS

Founder & Lead Product Designer, made by tie

Boise, ID · Mar 2025 – Present

Independent product studio. Designed and shipped four production platforms solo, owning brand, product design, platform design, and AI-orchestrated development.

- Scope Architect** LAUNCHED 2026

Mission control for building with AI. Turns an idea into an agent-ready plan, hands work to coding agents over MCP, and keeps every task, token, and PR visible through cloud sandbox execution. A raw idea becomes an agent-ready plan in minutes — live at scopearchitect.com.

Stack: Next.js, React, TypeScript, OpenAI, Gemini, Codex, MCP, Vercel AI SDK, OAuth, cloud VM sandboxes, Zod
- Vizon OS** PRIVATE BETA · IN USE WITH CLIENT TEAMS

Multi-tenant AI-native business OS. One system in place of a CRM, a docs tool, a messaging app, and a strategy suite — unified in one data model and in daily use with client teams.

Stack: Next.js, React, TypeScript, Supabase, PostgreSQL, OpenAI, Anthropic, Gemini, Vercel AI SDK, LiveKit, TipTap
- Capsule** PRIVATE BETA

Agency operating system built from 18 years of client delivery. Consolidates AI scoping, proposals, e-sign, project management, and client portals into one system.

Stack: Next.js, React, TypeScript, Supabase, OpenAI, Anthropic, LiveKit, TipTap, Stripe
- LoreTorch** LAUNCHING 2026

Virtual tabletop with an AI game master. Live multiplayer state, AI-driven world-building, and real-time session orchestration — launching now at loretorch.com.

Stack: Next.js, React, TypeScript, Supabase, OpenAI, Anthropic, LiveKit

EXPERIENCE

Founder & Principal Designer, Capsule (launch studio)

Las Vegas, NV · Sep 2019 – Aug 2025

Launch services studio for startups and SMBs: brand, website, and product launches.

- Partnered directly with founders, executives, and leadership teams to bring products and brands to market on tight timelines
- Wound down the studio in 2025 as founder products went full-time; its operations became the blueprint for Capsule, the agency OS (above)

IPG

2016 – 2017

Web Design & Developer (consulting) · 6 months

- Led the corporate website redesign end to end, aligning executives, department leads, and the marketing team from discovery through launch

Designer, Marketing Team (full-time) · 1 year

- Hired full-time following the consulting engagement; owned internal design systems, internal and client-facing product UI, and design for sales and event materials across departments

Founder & Product Designer, aPage

2017 – Sep 2019

Product venture run concurrently with Avolve Digital. One-page website system for startups to validate product-market fit before investing in a full website build. Designed the product, brand, and template system.

Founder & Design Lead, Avolve Digital

Jan 2012 – Sep 2019

Branding, website design and development, and growth and sales systems for startups, venture-backed companies, and global brands.

Freelance Web & Brand Designer

2008 – 2012

Independent client work from age 18: brand identities and websites for small businesses. The start of 18 years working directly with clients.

SELECTED CLIENTS & ORGANIZATIONS

- **CI² Aviation** — FAA award-winning aerospace & IT firm operating across 150+ airports. Ten-year partnership: two full website builds, digital strategy, federal proposal and tradeshow design
- **Bitmain** — BCH Devcon global hackathon (zero to launch in 2 weeks) and Permissionless Ventures (\$50M VC fund brand and website in 3 weeks)
- **City of Alpharetta** — eight-year relationship: Windward Tech District, Taste of Alpharetta, Wire & Wood Songwriters Festival, and other city initiatives
- **Stanlok** — precision manufacturer trusted by moon missions and military aircraft programs; decade-long client relationship
- **Servco** — brand and B2B ecommerce for a national wholesale warehouse equipment leader, in business since 1987

TOOLS & TECHNOLOGY

Figma · Adobe Creative Cloud · Next.js · React · TypeScript · Tailwind · Vercel · Supabase · AWS · Google Cloud · Cloudflare · Stripe · LiveKit · TipTap · OpenAI · Anthropic · Gemini · Vercel AI SDK · Claude Code · Codex · Cursor

TARGET ROLES

Founding Designer · AI Product Lead · Lead Product Designer · Principal Product Designer · Founder in Residence