

TIFFANI REESE-ROBINSON

Product Designer · AI Product Builder · UX Strategist · Google Certified

Mount Laurel, NJ · tiffani@tiffanireese.com · tiffanireese.com · linkedin.com/in/tiffani-reese-results

PROFESSIONAL SUMMARY

Product designer who ships working systems, not mockups. Google-certified UX designer and full-stack builder with 10+ years across design, AI, and e-commerce. Most recently designed, built, and deployed an enterprise AI merchandising platform at Airgas — solo — that identified \$553K in recoverable revenue, verified 596 products ready for relaunch, and compressed a 12-month manual audit into weeks, earning director-level sponsorship and a governance review on its way to production. Five products designed, engineered, and deployed end to end. I design the workflow, write the code, govern the AI, and prove the outcome.

FLAGSHIP CASE STUDY — AI MERCHANDISING ENRICHMENT PLATFORM (AIRGAS)

Designed and built solo inside Google Workspace (Apps Script + Gemini API) at a total AI cost of ~\$61 — roughly a penny per SKU.

- **Outcomes:** \$553K projected annual revenue recovery identified · 596 SKUs verified Ready for site relaunch · 24,558-SKU catalog audit compressed from a projected 12 months to weeks · adopted by leadership with API funding and vendor-pilot review
- **Two-layer AI enrichment:** completes each category's schema attributes, then generates the SEO layer (titles, meta descriptions, keywords) the merchandising team never had capacity to produce — graded A-F by a deterministic 100-point rubric with per-SKU before/after tracking
- **Human-in-the-loop AI governance:** safety-critical specs (pressures, voltages, compliance) auto-flagged for mandatory vendor verification; all AI content quarantined until human approval; full timestamped audit trail
- **Vendor verification portal:** designed a three-path review experience (page-by-page product book with auto-save/resume, PIM CSV round-trip, classic Excel) scoped per supplier — replacing 400-row spreadsheets and 2-week turnarounds
- **Workflow automation:** ported the team's Excel macros into the platform — deterministic Product Name/Short Description construction per category rules and one-click SAP Hybris import file generation

EXPERIENCE

Airgas (Air Liquide) | Oct 2023 – Present

E-Commerce Merchandising Specialist · Product Designer, AI Merchandising Platform

- Identified the workflow problem, then designed and shipped the AI enrichment platform above — owning product strategy, UX, engineering, AI governance, and the leadership pitch end to end
- Lead a two-person initiative auditing 24,558 inactive ACE SKUs across 116 categories; personally funded and ran all AI enrichment to date (~5,000 SKUs at ~1.2¢ each)
- Manage digital product data and merchandising strategy for 50,000+ SKUs; collaborate with engineering, content, and ops on discoverability and catalog quality toward the department's 300K-SKU goal

Independent / Powerhouse Collective | 2018 – Present

Product Designer & Digital Strategist

- Designed, engineered, and deployed five independent products end to end (below); managed client infrastructure, brand systems, and product strategy for creators and brands generating \$25K-\$80K/month
- Built CRM automations that increased client email revenue 3x within 90 days

MunaLuchi Bridal Magazine | Sep 2020 – Jun 2021

Digital Sales & Marketing Consultant

- Consulted B2B clients on digital positioning, UX strategy, and visual storytelling; designed marketing funnels and improved onboarding UX through COVID-era pivots

Opti-Pak | Jul 2019 – Mar 2020

Marketing & E-Commerce Specialist

- Launched a B2B e-commerce site focused on UX flow optimization; developed SOPs streamlining fulfillment operations

Holman Automotive | May 2013 – Aug 2017

Digital Marketing Coordinator · UX/UI Design

- Contributed to 50%+ sales lift via customer journey mapping and targeted promotions; designed email campaigns and CRM flows that drove measurable revenue

SHIPPED PRODUCTS

Designed, built, and deployed independently. Demos available on request.

- **ACE Audit Dashboard** — Enterprise AI merchandising platform (flagship case study above). Google Apps Script + Gemini API, in production at Airgas.
- **Hip Hop Vault** — Multi-game hip-hop culture platform: 13 game mechanics, affiliate payout system, zero-licensing design. Next.js + Supabase + Stripe.
- **Flower Freight** — NJ cannabis B2B load board connecting Class 1 cultivators to Class 4 distributors — flat-fee model with Metrc compliance integration. Next.js + Supabase.
- **Recoupe** — Enterprise B2B SaaS for catalog revenue intelligence. Next.js 14 + TypeScript + multi-LLM pipeline + Stripe.
- **Receipts™** — Personal evidence vault: screenshots, voice notes, and links organized by contact with privacy controls. Next.js + PostgreSQL + Stripe.

SKILLS & STACK

Product & Design UX Research & Strategy · Product Design · Workflow & Systems Design · Figma · Wireframing & Prototyping · Information Architecture · Journey Mapping · Adobe Creative Suite

AI Gemini API · OpenAI · Multi-LLM pipelines · Prompt & guardrail design · Human-in-the-loop governance · AI product architecture

Engineering JavaScript · React · Next.js · TypeScript · Google Apps Script · Supabase · PostgreSQL · Stripe API · HTML/CSS

Commerce & Data SAP Hybris · E-Commerce Merchandising · SEO (product-page ranking) · Power BI · Google Analytics · CRM Automation

EDUCATION & CERTIFICATIONS

- Google UX Design Certificate — Coursera, 2024
- AAS, Fashion Design & Merchandising — Burlington County College

Portfolio & case studies: tiffanireese.com