Ray Butler

AI Experience Architect

Dallas, TX | meetray@bfl.design | linkedin.com/in/braybutler | raybutler.bfl.design

SUMMARY

AI Experience Architect who designs and builds the relationship between people, AI and the systems they share. Experience, product and service design across enterprise integrations in regulated industries, and AI systems I ship myself: human and agentic workflows, AI governance, multi-agent systems and RAG, proven on real data.

SKILLS

AI Systems Architecture, Experience Design, UX Design, Product Design, Service Design, Customer Research, Product Strategy, Conversation Design, AI Governance, Human–AI Collaboration Design, Decision Architecture, Object-Oriented UI (OOUI), Service Blueprinting, Journey Mapping, Agentic AI Development, Multi-Agent Systems, Agent-Oriented Workflows, RAG, Claude, Gemini, CrewAI, LangChain

EXPERIENCE

AI Experience Architect, Big Freight Life | Dallas, TX | 2025 – Present

- Design and build the relationship between people, AI and the systems they share, for teams putting AI into real operations.
- Design the human and agentic workflows, the data and the decisions, and how they fit together: AI-native, end to end, proven on real data.

Experience Designer, Hyland Software | Cleveland, OH (Remote) | 2022 – 2026

- Led experience design for the systems and integrations that move work through large organizations, starting upstream with discovery and customer research.
- Designed integrations across Salesforce, Workday, ServiceNow and Esri, focused on workflow orchestration: how data, decisions and people hand off across connected platforms.
- Defined system behavior, accessibility and decision flows for regulated, compliance-constrained platforms, including secure submission systems.

Design Consultant, Big Freight Life | Dallas, TX | 2020 – 2025

- Experience and product design across web and digital products: researched the real job each product is hired to do and modeled the system behind the screen.
- Applied object-oriented UI and systems-first design, then extended the practice to generative AI systems.

PROJECTS

Low Ox Life, consumer iOS app | Shipped on the App Store

- Designed, built and shipped end to end: a free oxalate reference with a paid tier for food logging, journal history and cloud sync.

bfl.design, AI-native agency site | Live

- Designed and built the site, an embedded AI chat assistant that captures and qualifies leads, and an agent-first admin where Gemini scores and triages each lead with a full audit trail.

PlanFlow, AI permit-intake completeness | In development

- Built an AI completeness gate that decides whether a permit submission is ready for review, using RAG agents against a jurisdiction checklist with confidence and evaluation scoring.

CERTIFICATIONS

- IBM AI Product Manager, IBM, 2025
- AI Strategy and Governance, Wharton (University of Pennsylvania), 2025
- AI in Healthcare, Stanford Online, 2025
- Responsible AI: Applying AI Principles with Google Cloud, Google Cloud, 2025
- Human-Computer Interaction for UX Design, MIT CSAIL, 2024
- Certified Conversation Designer, Conversation Design Institute, 2023

20 credentials in all, listed at raybutler.bfl.design/accomplishments