

George Kavuma

Product Experience Lead, AI Workflow Automation and Enterprise SaaS

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I design AI products that stay clear when the workflow is messy and the stakes are high. Seven years shipping enterprise software, seven years coaching under operational pressure. Same skill, keep the chaos simple, keep the decision clear, ship the right thing.

SUMMARY

Senior product and experience operator at the intersection of AI workflow automation, enterprise SaaS, and design systems. Currently lead product experience for an AI workforce automation platform serving Toshiba America Business Solutions, Balfin Group (€2.6B), NDS Logistics, and Lead Her, where the agent-based solutions I architected drive over \$1M in active enterprise pipeline. I run discovery through launch: customer interviews, agent workflow architecture, role-based UX, design systems, prototyping, and engineering handoff. Founding product hire experience. AI-fluent in Cursor, Claude, Figma, ChatGPT, and Gemini. Known for calm decision-making under pressure and design judgment that holds when the stakes are high.

HOW I WORK

01 Simplify complex workflows

Turn high-density operational systems into AI-augmented interfaces that hold up at the edge.

04 Own the bar

Critique rituals, design system governance, mentorship. Force multiplier for product, engineering, and client teams.

02 Ship 0-to-1

Discovery, journeys, prototypes, design system, handoff. Founding-hire mode, end-to-end ownership.

05 Sell what we build

Executive-ready product narratives for buyers, investors, and operators. Pitch alongside the CEO.

03 Architect AI workflows

Agent-based systems, human-in-the-loop, legacy integration. Move products from demo to operational reality.

06 Engineer-side fluency

Cursor, Claude, HTML, CSS, JS, Python. I know the tradeoffs and design inside them with engineering.

SELECTED EXPERIENCE

NextGen AI Technologies

Product Experience Lead, Founding Product Hire

Early-revenue AI workforce automation platform shipping enterprise agents across logistics, energy trading, insurance, collections, lead generation, and e-commerce. 14+ person team across the US, Canada, and Albania. Report to CEO.

- Designed **Toshiba's Enterprise Software World agent orchestration layer**, compressing the procurement-to-license-delivery workflow from **4 to 8 hours of manual handoffs to roughly 38 seconds end-to-end**. Five role-based experiences (buyer, dealer, provider/admin, vendor, order entry) and five autonomous agents (Quote, Order, Vendor, License, Audit) integrated with Toshiba's legacy stack (BTA Nautilus, Procurement, DocuWare, Vendor Portal). Platform is the basis of Toshiba's active purchase evaluation; follow-on engagement valued at **\$200K to \$400K** with an e-commerce roadmap projecting total account billings toward \$1M+.
- Shipped the production platform UI as founding product hire by pairing design with AI-assisted code in **Cursor**. Built a **WCAG AA glass design system** from zero including navigation, component library, interaction tokens, and engineering-ready handoff now executed through Jira.
- Architected AI workflow architectures legible to **enterprise buyers, frontline operators, and engineers** at the same time. One consistent design language, three audiences, high-stakes operational decisions across **six verticals** driving over **\$1M in active enterprise pipeline**.
- Led discovery and solution-architecture sessions with senior stakeholders at **Toshiba, Balfin Group (€2.6B), NDS Logistics, and Lead Her** across three countries. Participated in every client pitch alongside the CEO.
- Authored the **Series A investor narrative** across eight iterations covering \$200B+ TAM, competitive positioning, platform architecture, and a traction story anchored to live paying clients. Selected as company demo lead at **Agent Conference (May 2026)**.
- Established Agile sprint, SDLC, and design critique rituals from zero. Ran a codebase gap analysis with Claude that produced a prioritized product roadmap adopted by R&D.

Apply to Education

Product Designer · K-12 hiring platform, North American school boards

- Designed end-to-end web experiences across **ten core hiring flows** spanning educator, candidate, and district-administrator journeys. Multi-stakeholder decisions, conditional logic, high data sensitivity.
- Built and shipped a **WCAG AA design system** adopted across product teams. Reusable components, accessibility tokens, engineering-ready handoff for a 5 to 10 developer team. Consistency at scale while keeping speed.
- Automated user-research recruitment in **Python** to scale outreach to **1,000+ users**. Sustained continuous discovery, usability testing, and metric-grounded design decisions.

Jan 2026 – Present

Naples, FL · Remote Toronto · International

2023 – 2025

Toronto and Remote

IPRO and Reveal

First Product Designer · Enterprise legal tech, acquired by Reveal

2022 – 2023

Phoenix and Remote

- Redesigned **Visual Search** for enterprise e-discovery workflows, a dense, expert-user surface where every interaction needed to feel intuitive without dumbing down the underlying complexity. Aligned with Reveal's Logikcull product strategy post-acquisition; combined transaction valued at over **\$1B**.
- Supported **TrialDirector's SaaS modernization** with cloud-transition workflows, interaction models, and developer-ready documentation. Scaled accessibility and pattern consistency across the product suite.

GWSK Product Studio

Founder, Product Strategy Lead · AI, defence tech, HR tech, education

2021 – Present

Toronto

- Lead founder engagements from problem framing through MVP concept, UX strategy, prototype direction, design systems, and go-to-market. Every engagement is a 0-to-1: ambiguity in, shipped product out.
- Selected for **Altitude Accelerator's Market Readiness Program** (8 companies per cohort) for an AI maritime-surveillance venture addressing Arctic sovereignty gaps flagged by Canada's Auditor-General. Presented at **Canada's first Defence Tech Hackathon** to CEOs, investors, and the Parliamentary Secretary to the Minister of Industry. Coverage by *The Globe and Mail*.

Earlier roles

Founding design across enterprise SaaS and marketplaces

2018 – 2021

Toronto and Oakville

- **Delvinia and Methodify**. Founding design team on an enterprise research-automation platform. Worked with CEO and CIO on workflows, prototypes, and data-informed UX. Acquired by Schlesinger Group (now Sago).
- **UnivJobs**. First designer on a student-hiring marketplace. Pitched at Y Combinator Startup School. Validated the marketplace MVP; press coverage drove a user surge that overwhelmed the platform, the clearest product-market fit signal we could have asked for.

SELECTED ENTERPRISE ENGAGEMENTS

Toshiba America Business Solutions

AI agent orchestration layer for Toshiba's **Enterprise Software World (ESW)** business. Five role-based experiences, five autonomous agents, legacy integration across BTA Nautilus, Procurement, DocuWare, and Vendor Portal. Built on Next.js with Tailwind, Radix UI, and Zustand. **~99.7% time reduction**. Currently the basis of Toshiba's active purchase evaluation.

Featured engagement · Enterprise tech distribution

Balfin Group

Multi-session opportunity capture workshops with senior stakeholders across solar energy trading, insurance through Sigal, and collections. AI agent workflow architectures now active in the Balkans sales pipeline.

€2.6B conglomerate · €762M revenue · Energy and insurance

Lead Her

Scoped and designed an AI-powered leadership development program. Agent workflow architecture and client-facing solution package, ground-up.

Leadership platform · \$120K to \$150K engagement

LEADERSHIP

Canadian Armed Forces 7 years

Infantry Reservist, DP2 Small Arms Coach · Royal Regiment of Canada and Royal Winnipeg Rifles
Qualified to coach and instruct under operational field conditions. Seven years of calm decision-making and clear standards when information is incomplete and resources are tight.

Royal Canadian Air Cadets 6 years

Warrant Officer Second Class, Second in Command, Two Squadrons
At seventeen, helped lead more than two hundred personnel across summer training: 25 staff cadets and roughly 180 cadets across 6 platoons.

SKILLS

Product leadership	0-to-1 product design · end-to-end shipping · design system governance · cross-functional alignment · critique and review rituals · mentorship and handoff · founder and exec partnership
AI workflow	Agent-based system design · workflow compression · legacy-system integration · human-in-the-loop · opportunity capture · solution architecture · prompt engineering
Research and systems	Customer interviews · usability testing · workflow analysis · journey mapping · concept validation · interaction design · wireframes and prototypes · WCAG AA · engineering handoff
AI tooling and tools	Cursor · Claude · ChatGPT · Gemini · Figma AI workflows · LLM-augmented prototyping · Python · Figma · Storybook · Notion · Confluence · Jira · Next.js / Tailwind / Radix · HTML, CSS, JS · Git

EDUCATION AND RECOGNITION

Honours Bachelor of Interaction Design

Faculty of Animation, Arts and Design, Sheridan College

Graduate Certificate, Creative Industry Management

Pilon School of Business, Sheridan College

Certifications.

Y Combinator Startup School · AlterSpark Digital Behaviour Change · TCPS 2: CORE Research Ethics

The Globe and Mail.

Featured presenter, Canada's first Defence Tech Hackathon, 2025.

Altitude Accelerator.

Market Readiness Program cohort, 2026 (8 companies accepted).

Agent Conference.

Company demo lead, NextGen AI, May 2026.