

Brenna Sorkin

Interested in AI, 0-1 projects & strategy for complex systems

CALL ME, BEEP ME

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Principal Product Designer (AI Platform)

Present

Toast

Lead design for “Sous Chef,” the first AI-powered assistant for restaurants, and head UX strategy for the AI-platform at Toast.

Engineer LLM responses for Toast’s generative AI by writing prompts and agent instructions for RAG.

Oversaw design for “Toast Web” operating system, including the homepage, search & navigation.

Senior Product Designer (Point of Sale)

2022 - 2023

Toast

Led design for point of sale end-of-day operations for restaurant managers, reducing the time it takes to close a restaurant at the end of the day and streamlining the end of day setup process.

Product Designer

2021 - 2022

Drizly (UberEats)

Drive UX for Drizly’s gifting program to optimize conversion and repeat rate for alcohol gifts. Ensure all designs meet state liquor laws and regulations.

UX Designer

2018 - 2021

Innovation & Digital Health Accelerator (Boston Children’s Hospital)

Spearhead UX for healthcare related projects, including consumer-facing tools, internal digital solutions & accessibility.

Design Strategist

2020

Grocery Outpost (3 person start up)

Defined brand strategy, ran social media, developed recipes, wrote a newsletter, and maintained a website on Shopify

EDUCATION

Design and Computer Science (B.S.)

Northeastern University, Boston, MA

GPA - 3.8, Magna Cum Laude, University Honors Distinction, Honors in the College of Arts, Media & Design, Huntington 100

ASK ME ABOUT

My prosthetic finger

Knitting

How chain of thought prompting & RAG can improve the quality of outputs for LLM-based assistants