

Brian Mohr

Design Engineer.

I've been a founding Designer at three software companies. I've also been a front-end developer on many projects. I recently released Foodbe, a vertically integrated AI platform combining a React Native app, responsive web app, Brain API, and gated truth architecture powered by 10,000+ curated reasoning units.

EXPERIENCE

Founder & AI Product Engineer

[Foodbe.ai](#) | January 2025 — Current

- Independently designed, engineered, and shipped Foodbe across mobile, web, backend infrastructure, AI orchestration systems, payments, and production deployment.
- Built a React Native iOS app, responsive Next.js web platform, and Brain API with 8 production endpoints, Stripe billing, RevenueCat IAP, sandbox keys, and developer portal.
- Designed a gated truth architecture that routes AI responses through curated retrieval systems and domain-separated expert lanes to reduce hallucinations and improve auditability.
- Fine-tuned GPT-4.1-mini on 10,000+ hand-curated reasoning units spanning biology, culture, cooking, semantic retrieval, ontology mapping, and behavioral food intelligence.
- Owned every layer of execution: product strategy, UX/UI, frontend engineering, backend systems, AI orchestration, API architecture, subscriptions, and infrastructure.

Founding Product Designer

GAINSystems | B2B SaaS | April 2021 — November 2024

- First dedicated product hire at GAINS — an enterprise AI/ML supply chain platform serving global manufacturers, distributors, and retailers managing millions in inventory decisions daily.
- Worked directly with 10+ enterprise organizations to surface workflow breakdowns, translate them into product requirements, and validate solutions before engineering handoff.
- Drove design across forecasting, inventory planning, and BI systems — partnering daily with engineering to ensure production quality matched the vision.
- Operated as product lead in standups — owning requirements, prioritization, and delivery accountability across the engineering team.

INFORMATION

[Linkedin profile](#)

[Portfolio](#)

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SKILLS

Product: UX research, user flows, wireframing, prototyping, design systems, motion design, A/B testing, product roadmap, AI product strategy, B2B API design, fine-tuning, RAG architecture, ontology systems

Design: Figma, Lottie, Rive, Adobe Suite, Midjourney, CapCut, mobile design, dashboard design, data visualization, design systems, enterprise SaaS

Engineering: React Native, Next.js, Node.js, Express, MongoDB, Stripe, RevenueCat, Firebase, Mixpanel, AWS (S3, production deployments), HTML, CSS, JavaScript, TypeScript, Cursor, v0, Tailwind CSS, Xcode

Tools: JIRA, Jenkins, Resend, Railway, Vercel, Cloudflare, Google Analytics, Confluence

EDUCATION

B.A., Journalism, 1996
Indiana University
Indianapolis

Founding Product Designer

ArrowStream | B2B SaaS | May 2015 — March 2021

- Brought in to establish product design at ArrowStream — North America's largest foodservice supply chain platform, serving 100K+ operators and 260+ brands across 130K+ restaurant locations.
- Conducted user research and usability testing directly with foodservice operators and distributors to inform product decisions across the platform.
- Unified a fragmented product suite into a cohesive platform experience — from brainstorming through final architecture — and established a design system.
- Embedded with a team of 10 developers on supply chain logistics, inventory management, and BI tools. Wrote HTML and CSS for frontend screens to ensure pixel-accurate, production-ready interfaces.
- Architected and designed the Supplier Discovery marketplace — connecting buyers with 8,000+ suppliers, enabling RFP creation and submission, and saving buyers more than \$5 million in price savings in its first year.
- Shipped a QM (Quality Management) system, Item Pricing portal, and Traceability tracking tool — each requiring deep understanding of food industry data, vendor and operator workflows, and high-volume consumer operations.

Founding Product Designer

AmStatz | B2C SaaS | November 2011 — April 2015

- First dedicated product hire at an early-stage startup building business management software for gyms and personal trainers. Owned UI/UX, design system, and frontend development from day one.
- Embedded directly with the development team to ensure design intent was carried through to production across the full product surface.
- Part of the founding team — versed across all aspects of startup operations: hiring, budgets, fundraising, agile environments, team building, and technical decisions.
- Built in HTML5, CSS3, jQuery, Bootstrap, and Foundation. Conducted A/B testing, SEO strategy, analytics tracking, and built email campaigns and landing pages.

Senior UX/UI Designer

The Revere Group/NTT Data | September 2010 — October 2011

- Sat on-site with clients across multiple industries, running user research and usability testing to surface what users actually needed — not what stakeholders assumed they needed.
- Turned complex business requirements into wireframes and hi-fi prototypes that engineering teams could build from without ambiguity.
- Moved fluidly across client engagements, adapting to new domains, users, and technical constraints.

UX/UI Designer

Jacobs & Clevenger | October 2006 – March 2010

- Sole digital operator on a 7-person creative team at a marketing agency — owned online strategy, architecture, design, development, and analytics end to end across all client work.
- Built and launched client marketing websites, landing pages, email campaigns, interactive pieces, and viral games — handling everything from concept to production.
- Initiated and maintained all web analytics campaigns, measuring and reporting Google, ROI, and PPC performance across every engagement.