Gary Pfaff

AI Engineer and Senior Product Designer

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AI engineer and product designer with 20+ years designing and shipping web products. Build production AI applications, B2B data pipelines, internal APIs, and reusable design systems. Own system architecture, UX, full-stack implementation, cloud deployment, and ongoing operation. Lead small teams and mentor designers and developers.

EXPERIENCE

Ignite Visibility Jan 2026 - Present

Senior Product Designer & Full-Stack AI Engineer

Continued with Ignite following its acquisition of EverConnect from EverCommerce.

- Designed and built an internal AI research and account intelligence platform as sole designer and engineer, now used for sales proposals and quarterly business reviews (QBRs).
- Built agent orchestration, output validation, and AI evaluation checks for completeness and consistency, with human review in the workflow.
- Own system architecture, API integrations, cloud deployment, and production operations. Internal APIs support other teams' onboarding, tools, and reporting.
- Worked with stakeholders to consolidate research and AI tools into a repeatable workflow, with usage and cost instrumentation.

EverCommerce Jun 2021 - Jan 2026

Senior Product Design Manager

Socius Marketing / EverConnect. Previously Senior Designer.

- Designed and rebuilt Best Pick Reports, a nationwide home-services directory and 2026 w3 Silver Award winner for Website Redesign. As sole designer and engineer, replaced .NET and MSSQL with Nuxt on AWS and enabled semi-automated content creation and publishing.
- Introduced a Webflow delivery process that reduced manual development and shortened project turnaround. Led the rollout and trained the design team to use the new approach.
- Designed and launched EverConnect Hub, an internal sales enablement tool supporting new sales and upgrades. Joined sales and account calls to help close and expand client relationships.
- Designed and built EverConnect.com, including content and SEO. Created a Pella Windows & Doors website theme that became a template for other partner programs.
- Led small product teams while remaining hands-on in design and development. Managed and mentored designers, interviewed candidates, and prepared teammates to take ownership of products.

EXPERIENCE CONTINUED

Pfaff Digital
Jan 2020 - Present

Founder

Independent product studio and selective client work alongside full-time employment.

- Built Black Glass Leads, a B2B lead intelligence SaaS in private beta. Integrated Claude for structured analysis within company and contact enrichment workflows.
- Implemented queue-based data pipelines with company/contact deduplication, idempotent API ingestion, and retry controls using TypeScript, Cloudflare Workers, and D1 SQL.
- Instrumented provider requests with timing, outcomes, token/credit usage, and cost records. Built reconciliation controls that keep unresolved costs explicit.
- Created WebMCP UI, an open-source library with shared input validation for people and AI agents. Built Pfaze UI, a web component design system with design tokens and Style Dictionary.

Papillon Marketplace
Feb 2015 - Apr 2021

Chief Technology Officer

- Owned technology for manufacturing and retail operations in Haiti and the United States, including order management, inventory, logistics, point of sale, networking, and security.
- Ran Shopify retail and wholesale commerce. Implemented technology at new US stores and trained staff to operate the systems.

The 107 Group
Apr 2001 - Jan 2020

Digital Designer, Developer & Marketer

Designed and built websites and e-commerce stores, and ran SEO, paid search, and email marketing for clients. Continued the practice as Pfaff Digital in 2020.

Better Angels Music
Aug 2010 - Jan 2015

Vice President Operations

Led operations for a Nashville music publishing company.

SKILLS

AI engineering: LLM integration, Claude, agent orchestration, AI evaluation, structured output validation, Model Context Protocol (MCP), WebMCP.

Software and data: TypeScript, JavaScript, SQL, Node.js, Vue/Nuxt, React, REST APIs, data pipelines, idempotency.

Product design: UX/UI, interaction design, prototyping, accessibility, Figma, design systems, human-AI interaction.

Cloud and delivery: AWS, Cloudflare Workers, D1 and Queues, GitHub Actions CI, production operations, cost instrumentation, OpenAI Codex.

RECOGNITION

2026 w3 Silver Award for Website Redesign: Best Pick Reports, with individual credit on the winning entry. DMS Employee Recognition Award (2022).