

Hello,

I'm Dan Benner - AI builder and strategist. I design conversational systems, build the working prototypes myself, and figure out what's worth building in the first place.

On designing AI products: I designed a multi-agent conversational system at an AI healthcare startup. It used sentiment analysis and behavioral classification to read signals in user language - emotional cues, narrative shifts, motivational drivers - and made ongoing decisions about how to respond. I built the classification and response-generation prototypes as machine learning notebooks. Leadership formed a dedicated conversational dynamics team based on the work.

At Best Buy, I designed an AI-assisted self-diagnosis tool that combined machine learning and automated handling, built on 25 years of Geek Squad call transcripts. 80 percent of test participants said they would use it.

At EY, I diagnosed why a production recommendation system serving 350,000 people was failing - the problem was data quality and incentives, not the model. I gave them direction on a feedback loop for the recommendation system, then pushed past the single feature to a strategy for building up their pipeline knowledge over time.

On building with AI: I work in Claude Code and VS Code daily. I build functional prototypes, not static mocks - connected to databases, using APIs, versioned in GitHub. The experiments on this site were built the same way.

On strategy and discovery: most of my career has been figuring out what to build before anything gets built. Stakeholder interviews, workflow analysis, research synthesis, and recommendations that hold up.

Credentials: NN/g Master-Certified (Interaction Design, User Behavior, Experience Management and Strategy), AI Design certification (ELVTR), CSPO, CSM, Mini MBA. A decade of art direction before product design.

If the work here fits what you're building, I'd welcome the conversation.

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