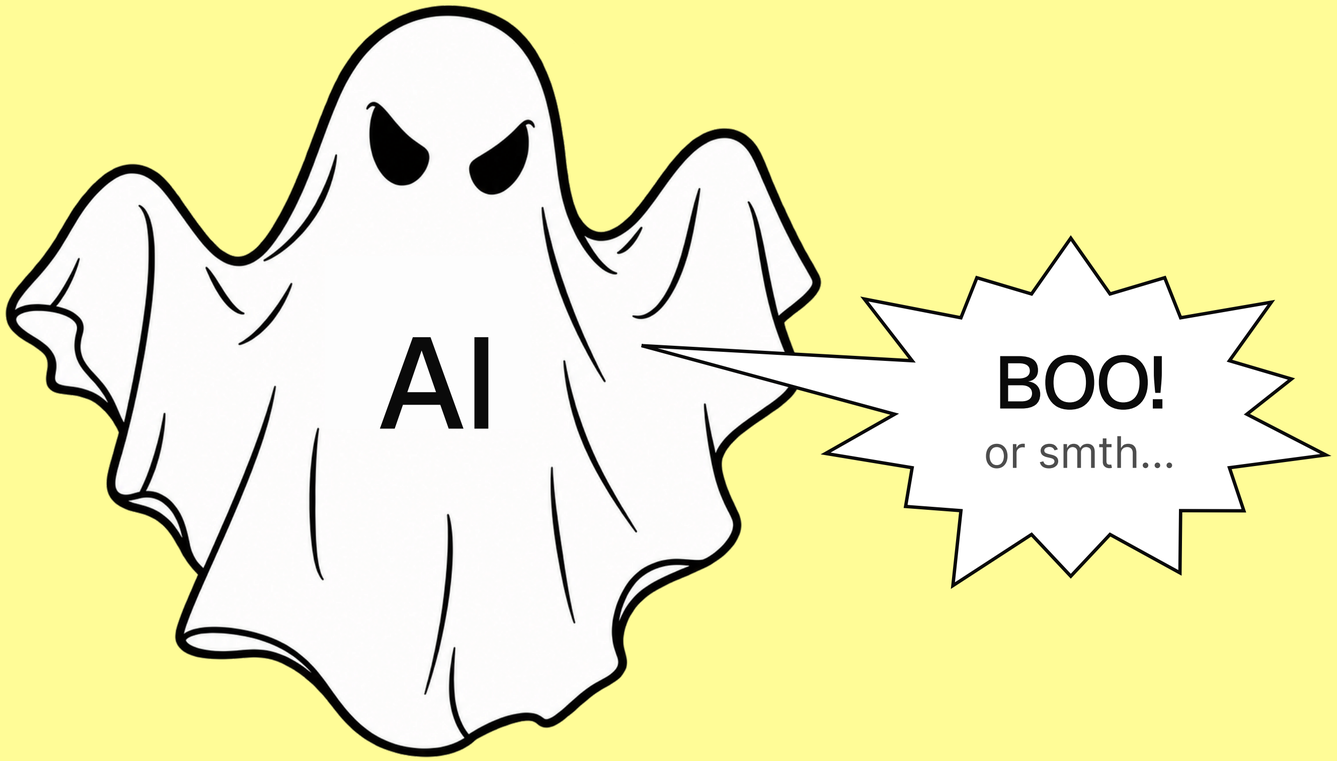
How to Become Annoyingly Effective with AI

UX BRIGHTON 2026

Designing your own AI-powered way of working

Max Borodin

Senior Product Manager, Simple

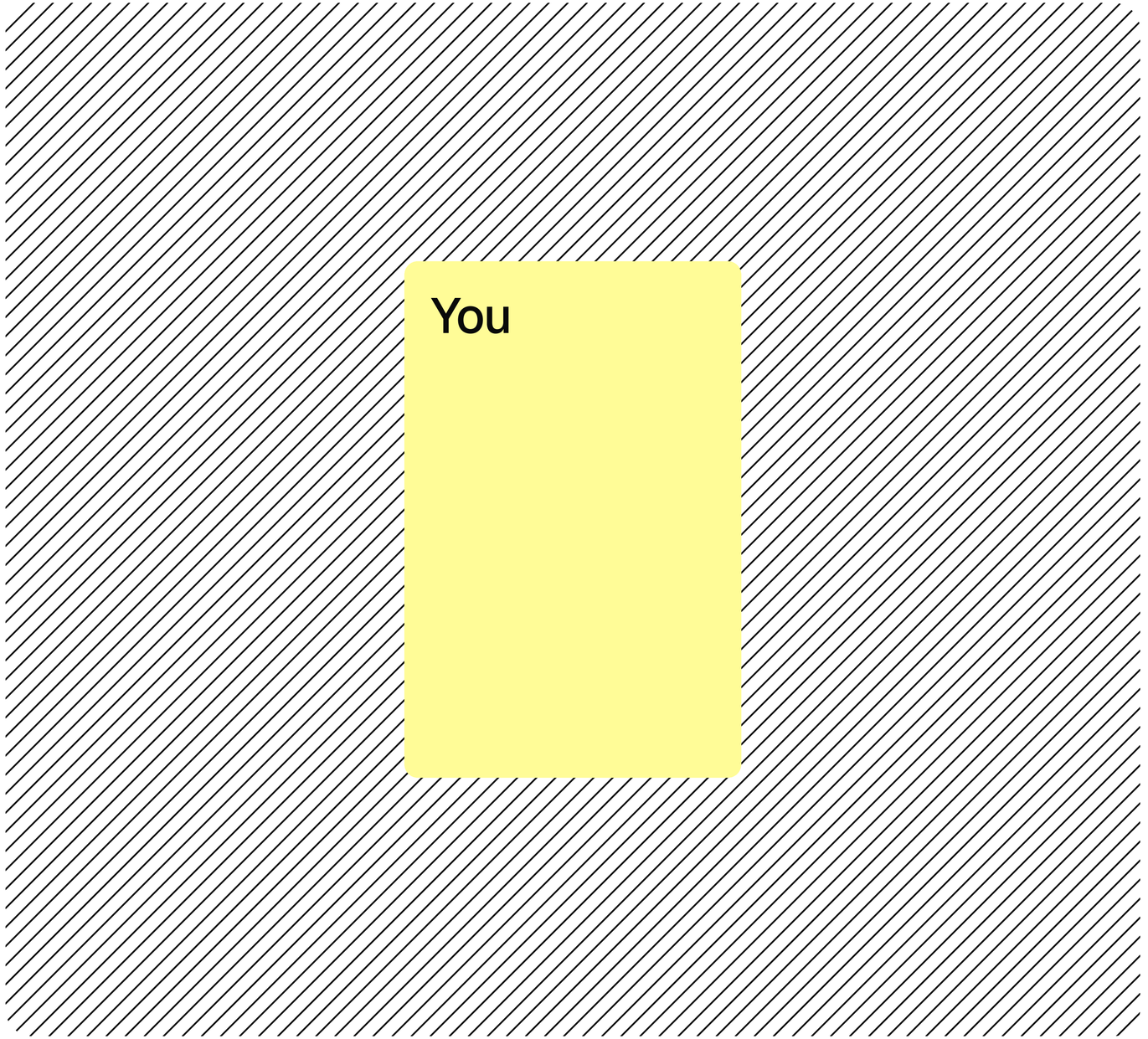


AI is after your job

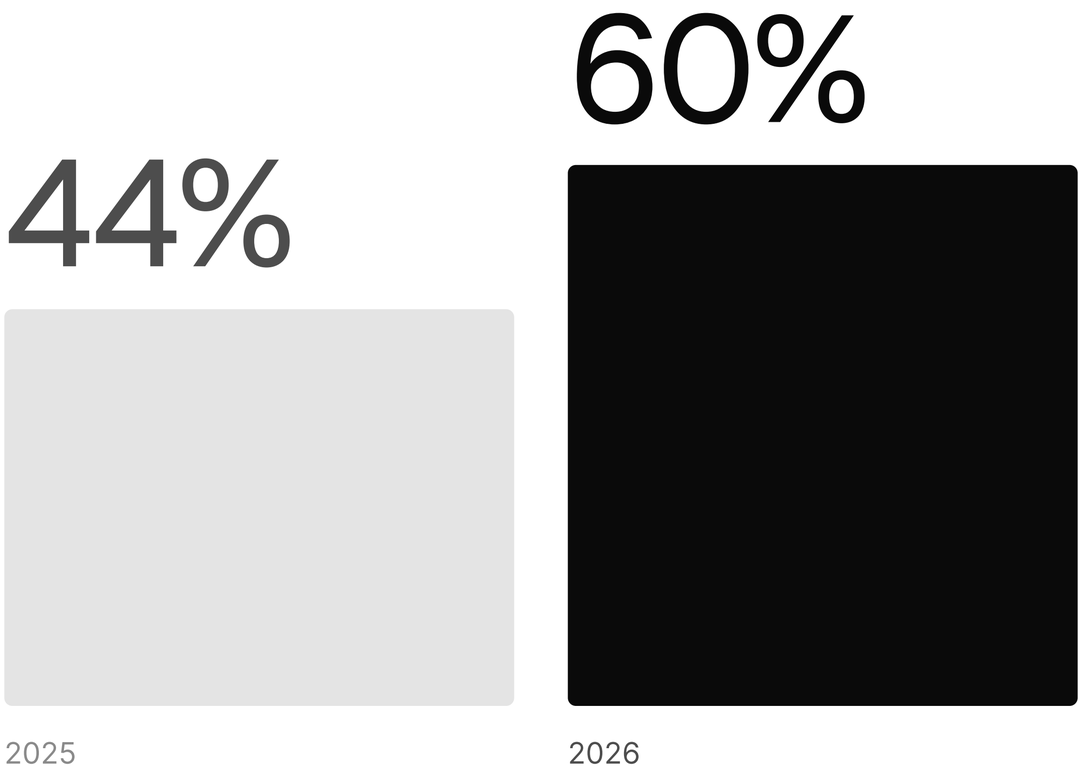


~~AI is after your job~~

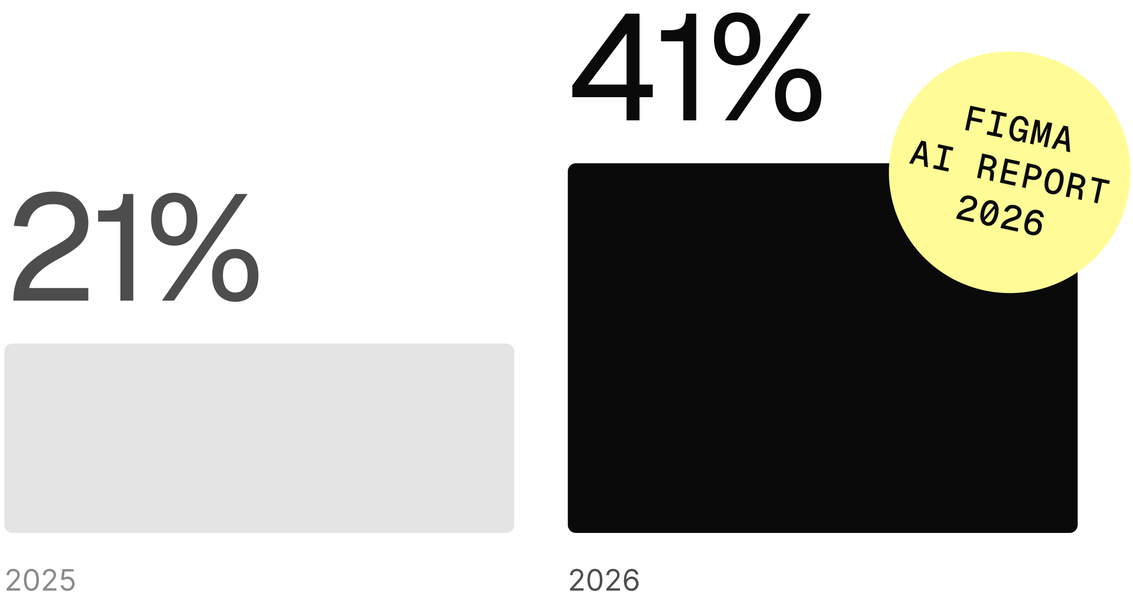
More effective people are

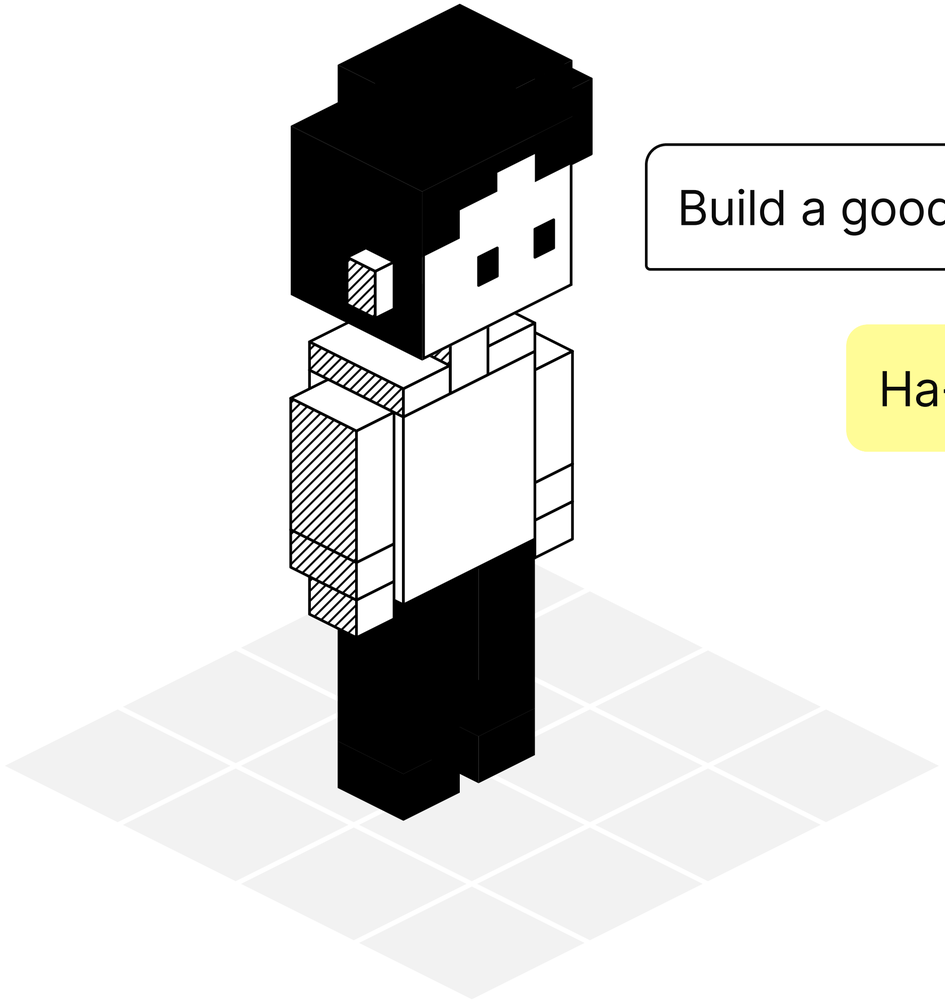

You

Developers participating in design



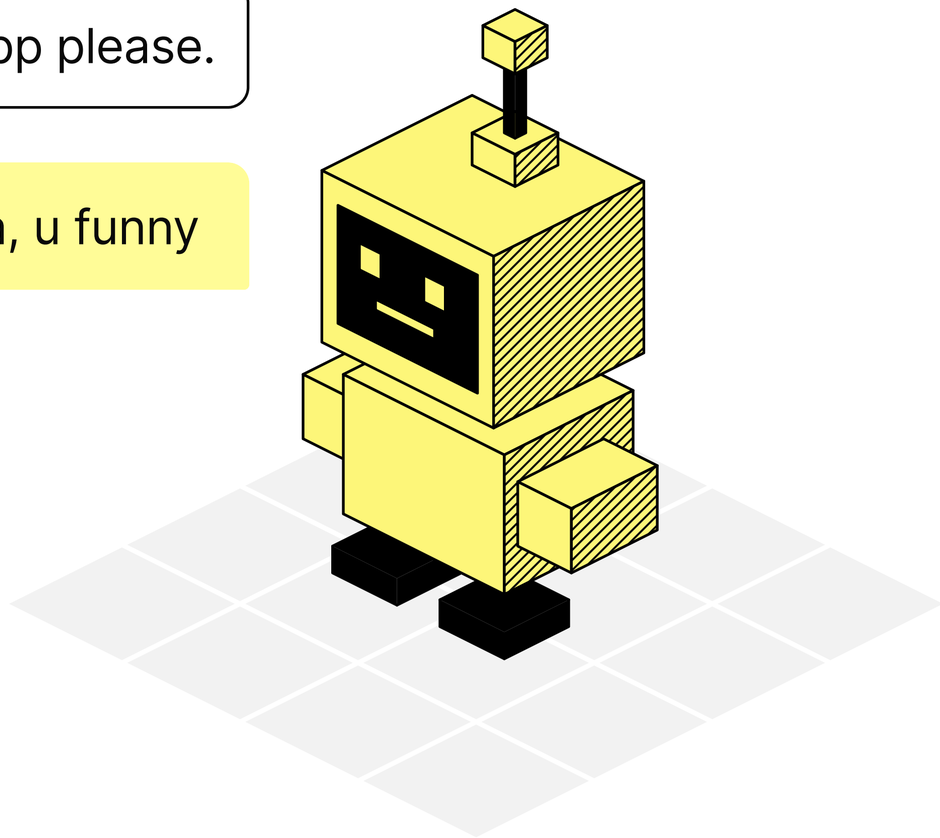
Designers participating in development





Build a good app please.

Ha-ha, u funny

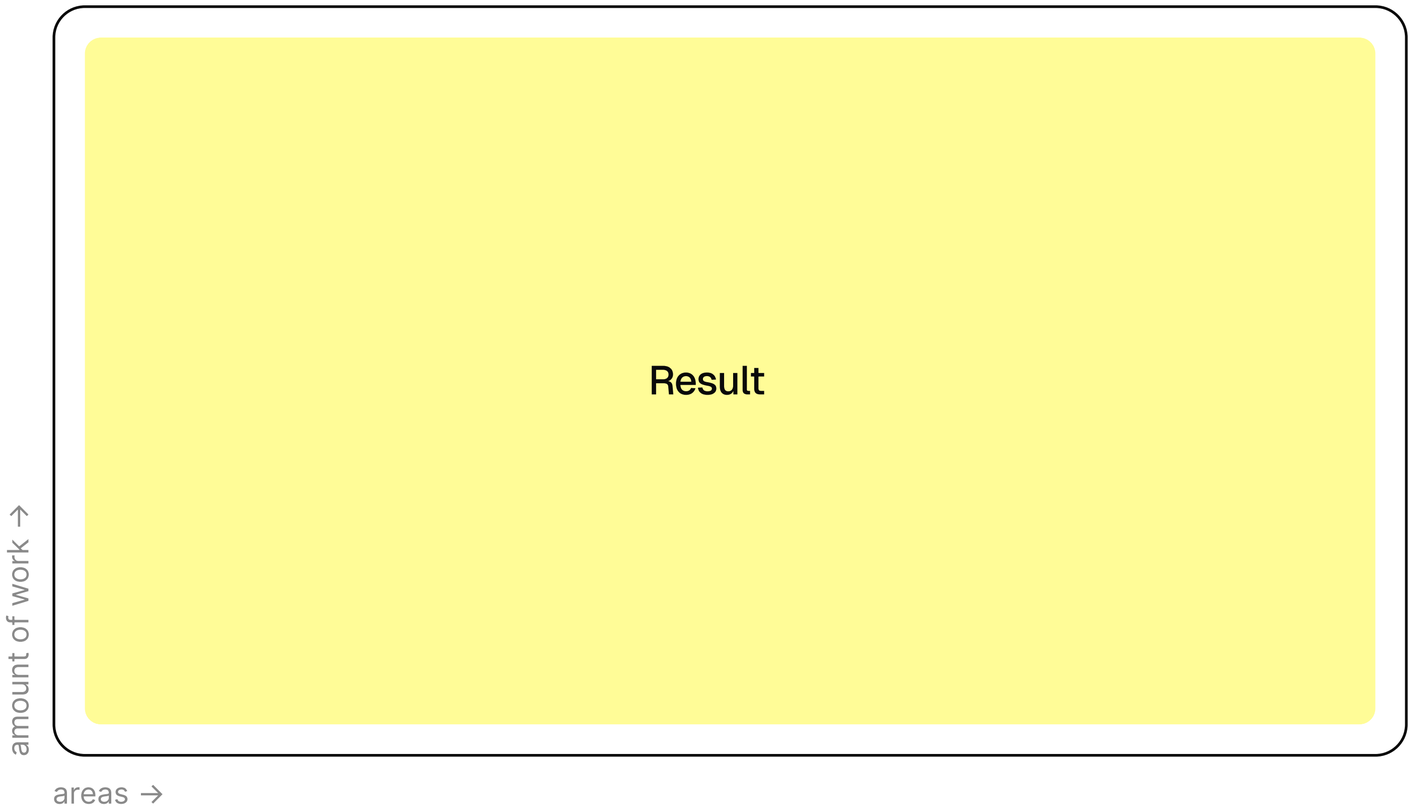


Everything is so confusing

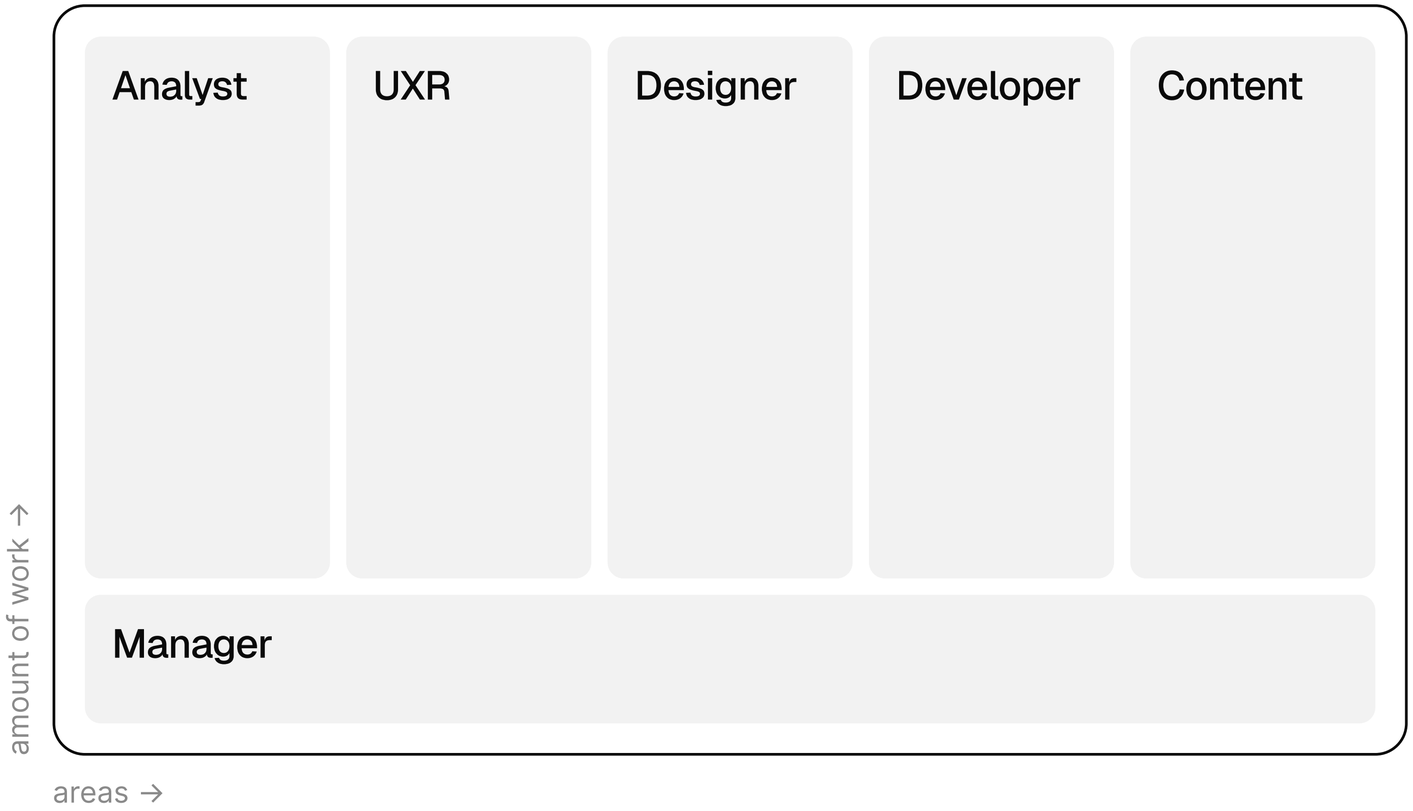
What does the other side look like?

Yourself expanded

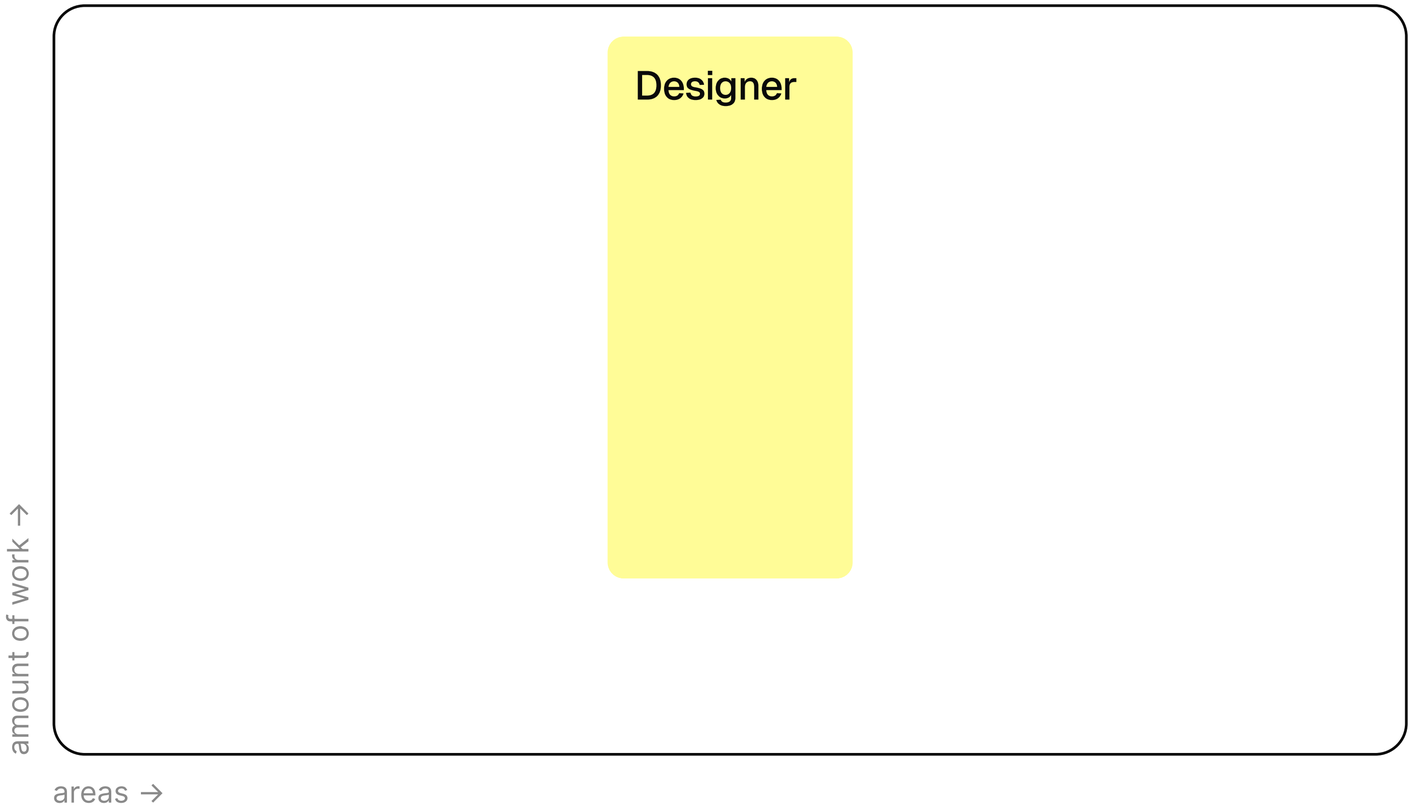
A result is work done in multiple areas



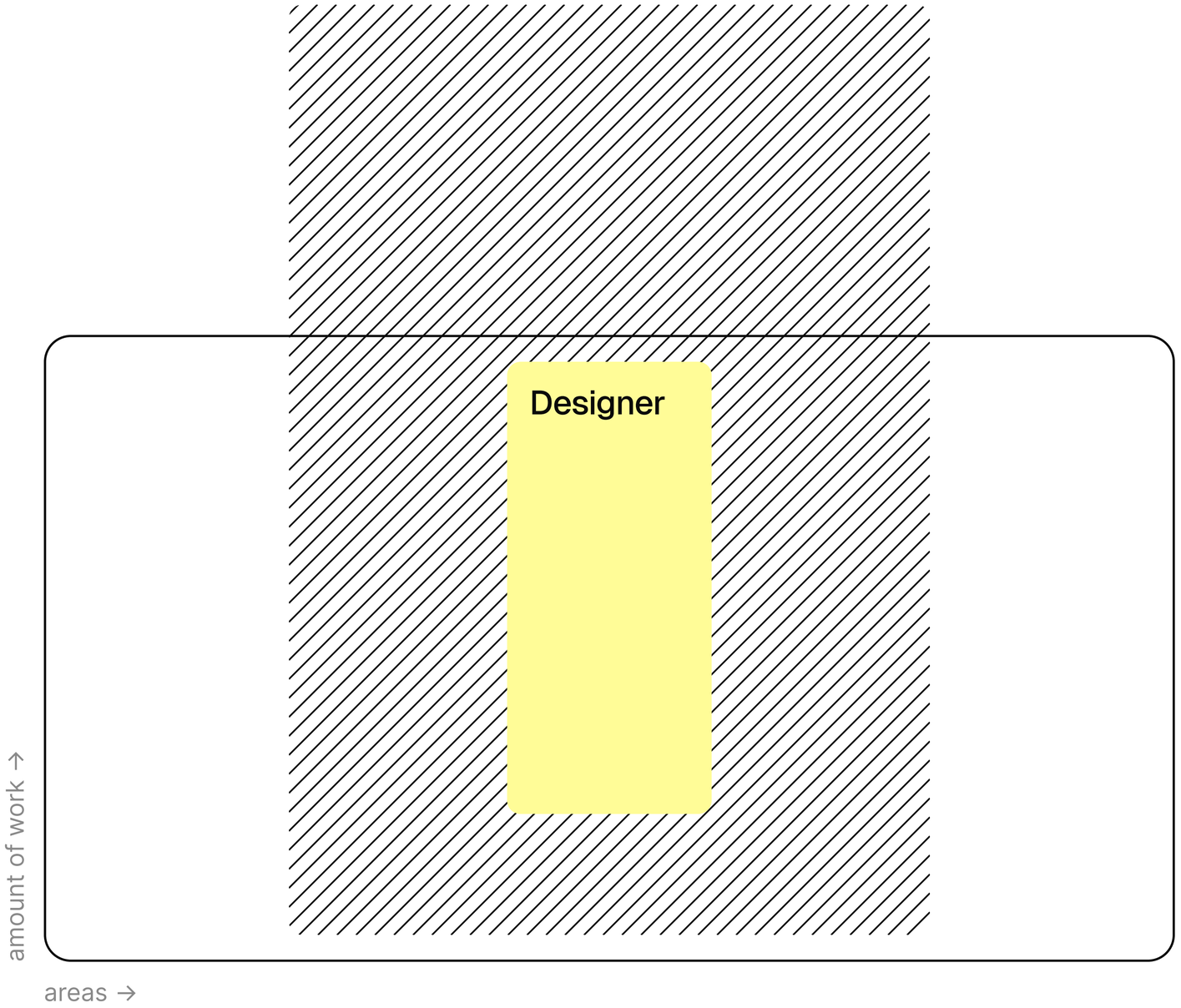
A team before AI



A specialist before AI

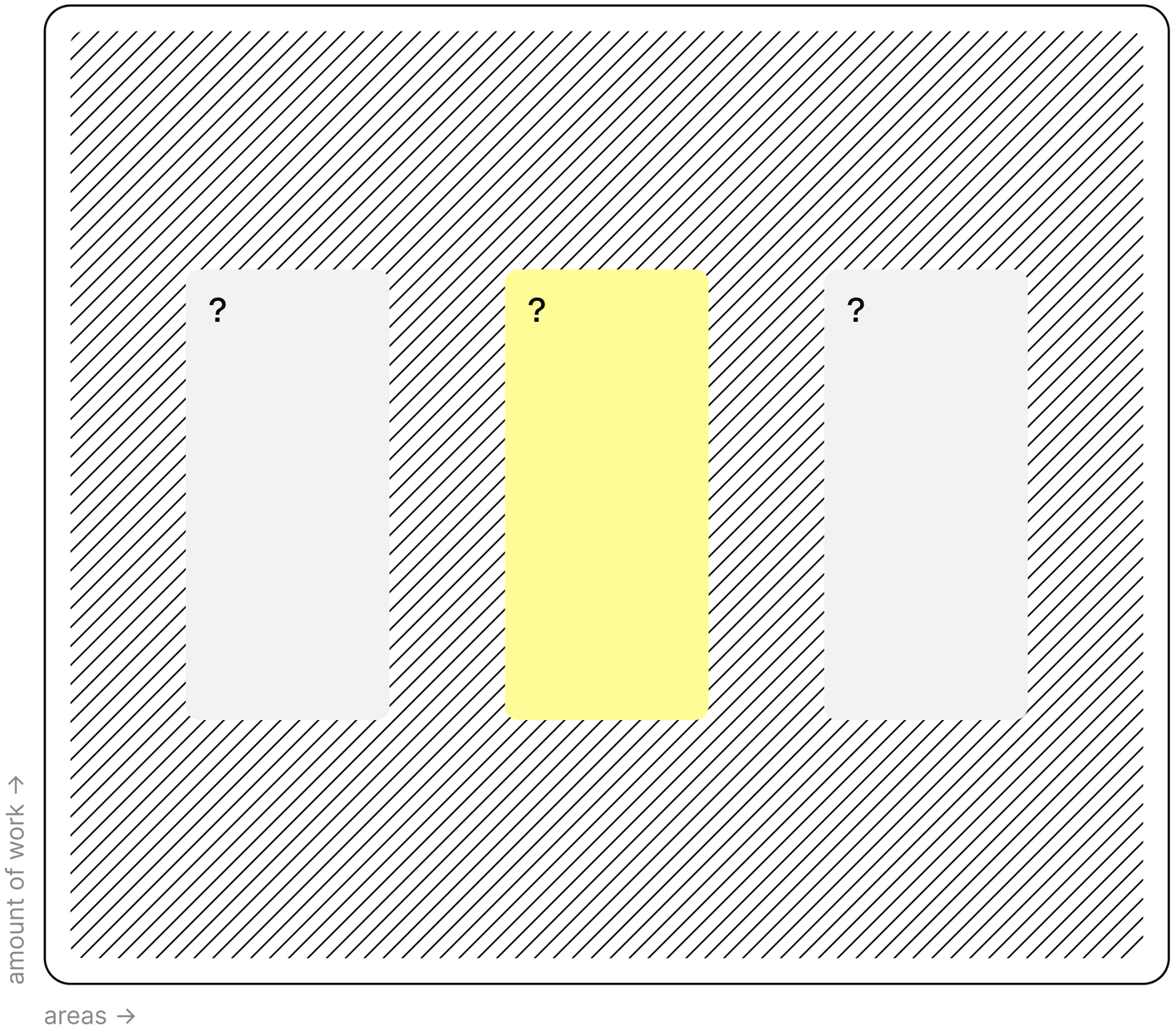


A specialist with AI



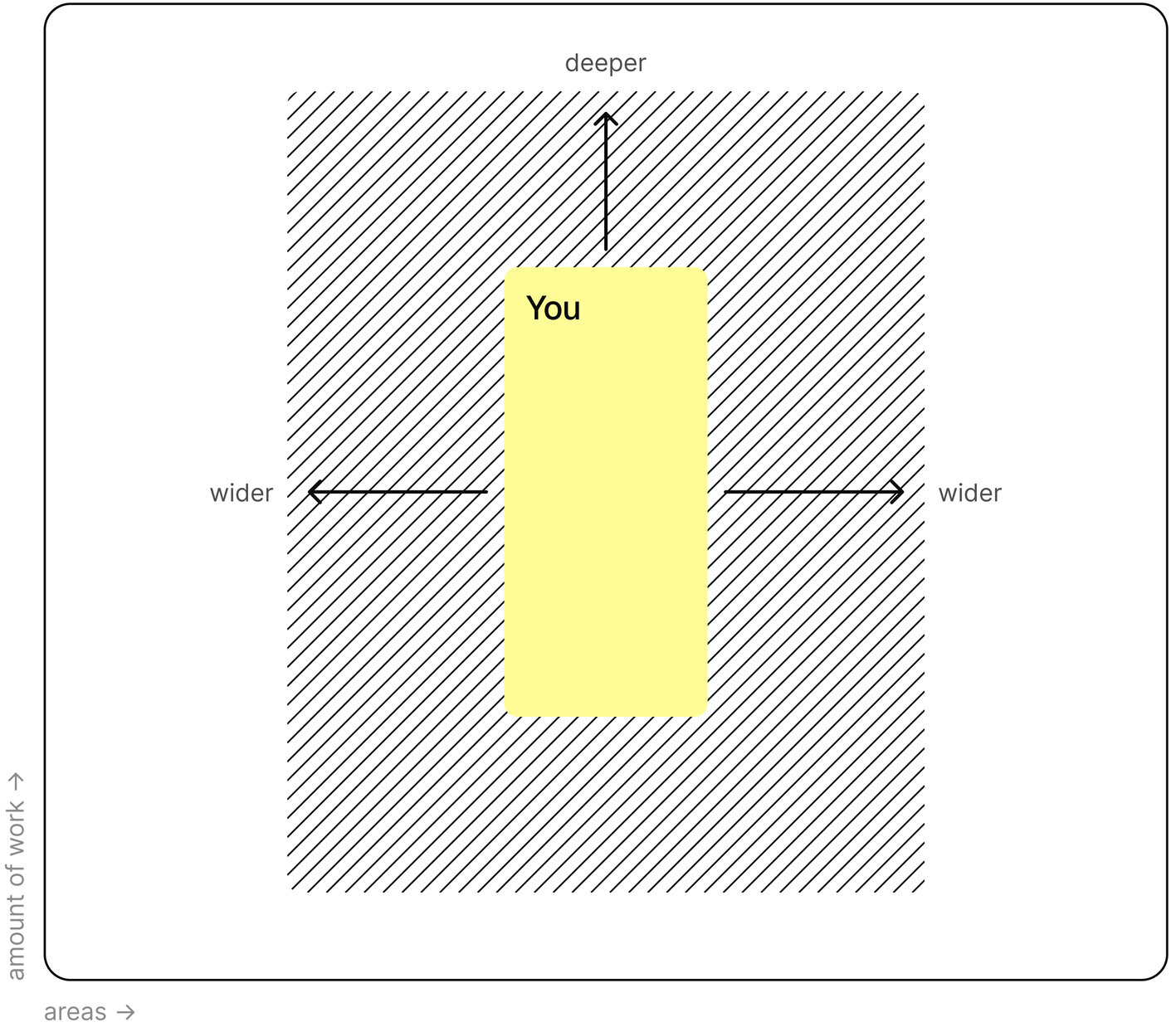
unlocked with AI

A team with AI



unlocked with AI

Expand yourself



unlocked with AI

How do we get to the other side?

1. Make AI do your work
2. Go deeper
3. Expand wider

* Learn the tool

** Learn how to build systems

1 Make AI do your work

2 Go deeper

3 Expand wider

Traditional tools

You do
you draw a rectangle

You control everything
you pick #FFFC97

Predictable outcome
a #FFFC97 rectangle

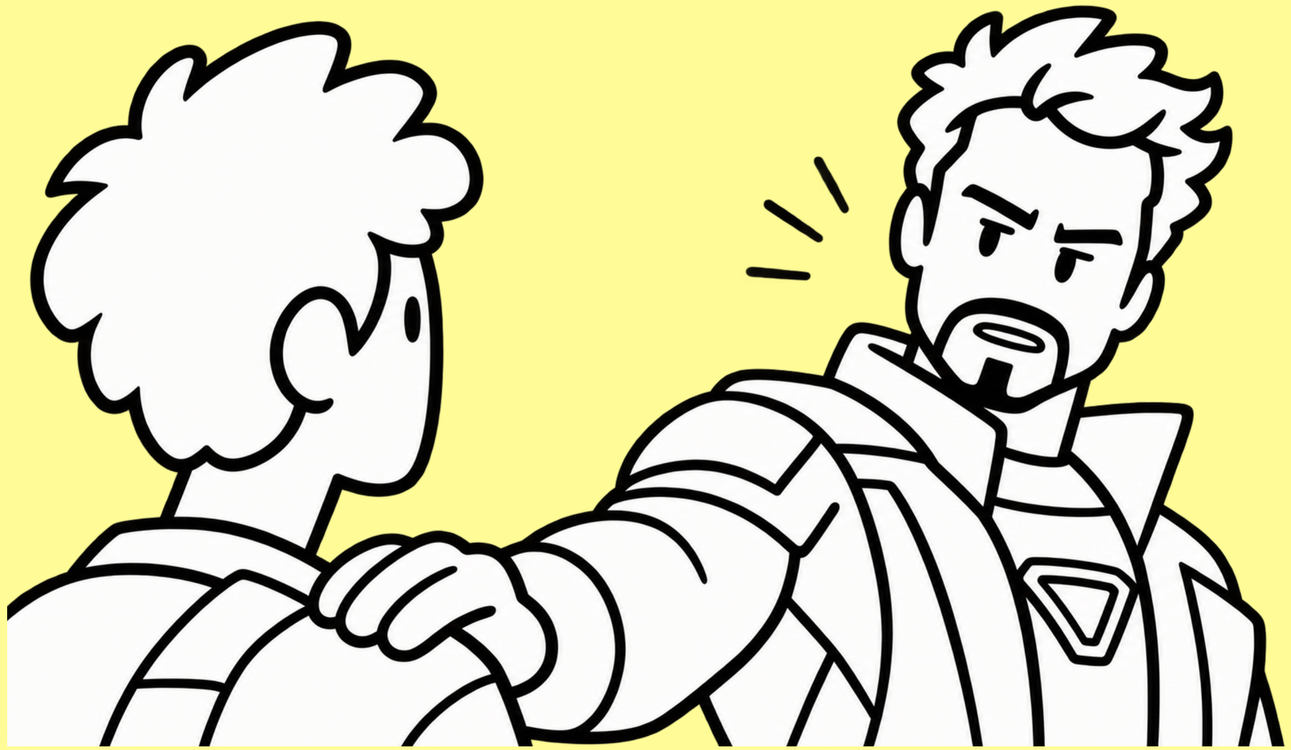
AI

OR A HUMAN!

You specify an outcome
“I need a yellow rectangle”

You delegate
“pick light clean yellow”

Probabilistic outcome
probably a rectangle



Alright, kid.
You’re a Manager now

Before it starts

- Define the outcome
- Provide context
- Set boundaries

While it works

- Provide resources
- Checkpoints
- Unblock

After it’s done

- Review outcomes
- Provide feedback
- Increase autonomy

Without a component

NEW INTERN EVERY MORNING

Add a save button



Save

First time

Save changes

Second time

Submit

Third time

With a component

Add a ❖ save button



Save

First time

Save

Second time

Save

Third time

Turn comments into rules

Comments

Use Sentence case here

Way too many buttons

Call it Save, not Submit changes

Rules

Sentence case, always

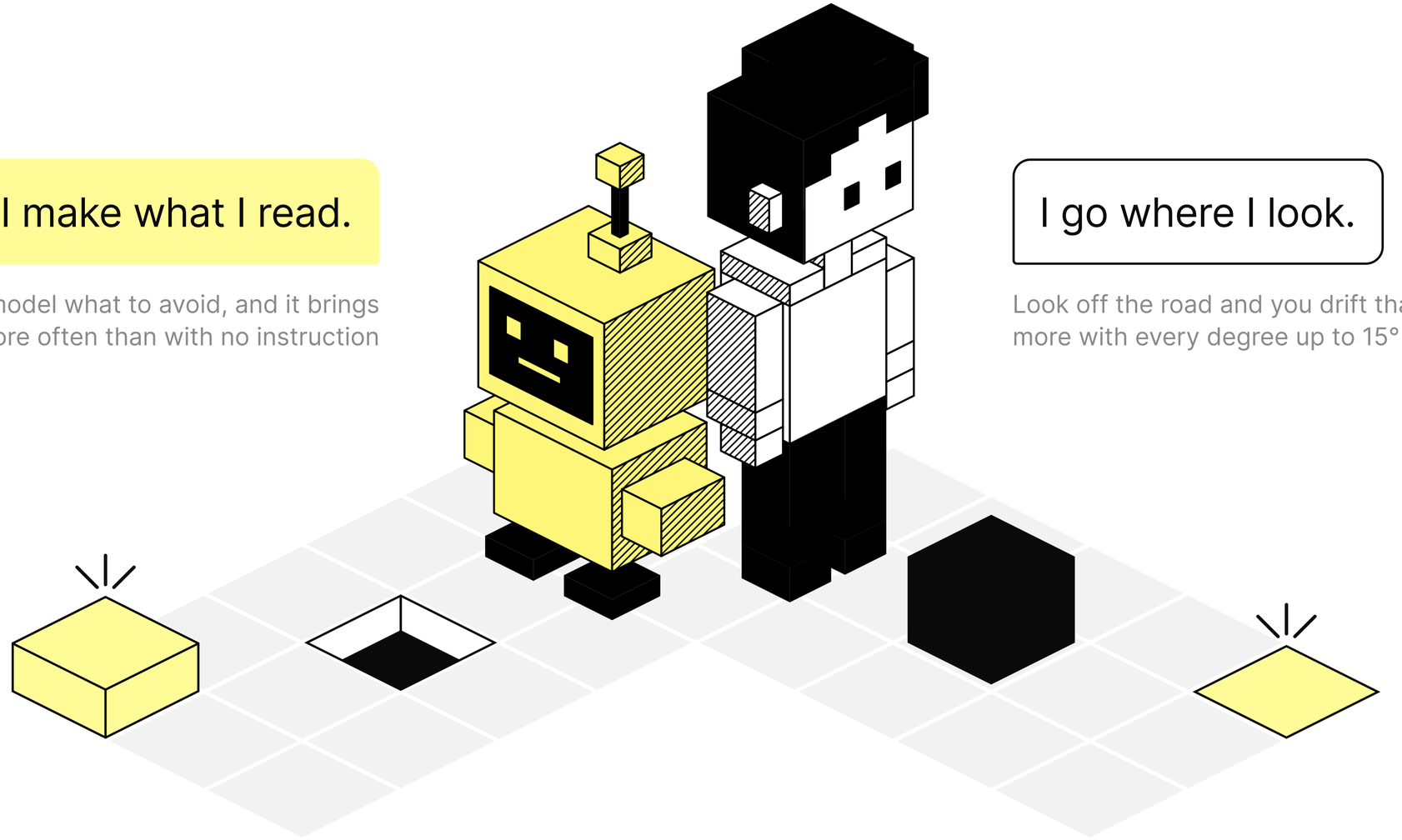
One primary action per screen

Buttons are verbs

Focus determines results

I make what I read.

Tell the model what to avoid, and it brings that up more often than with no instruction



I go where I look.

Look off the road and you drift that way, more with every degree up to 15°

✓ Learn the tool

** **Learn how to build systems**

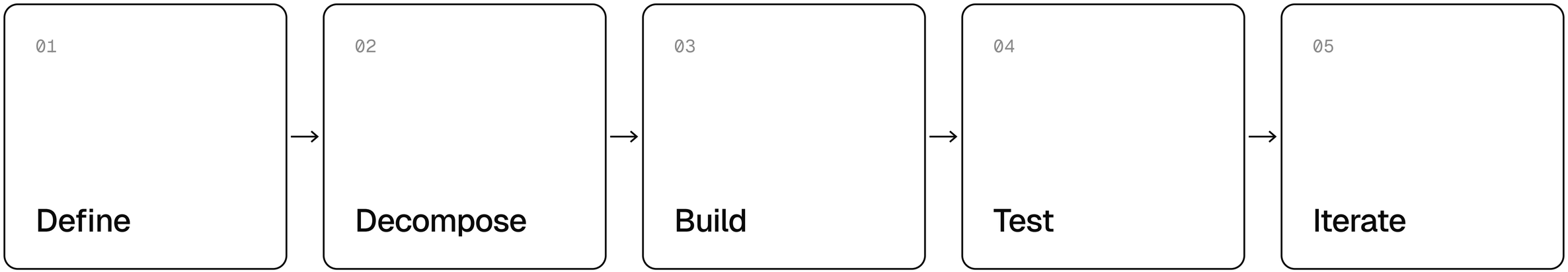
1 Make AI do your work

2 Go deeper

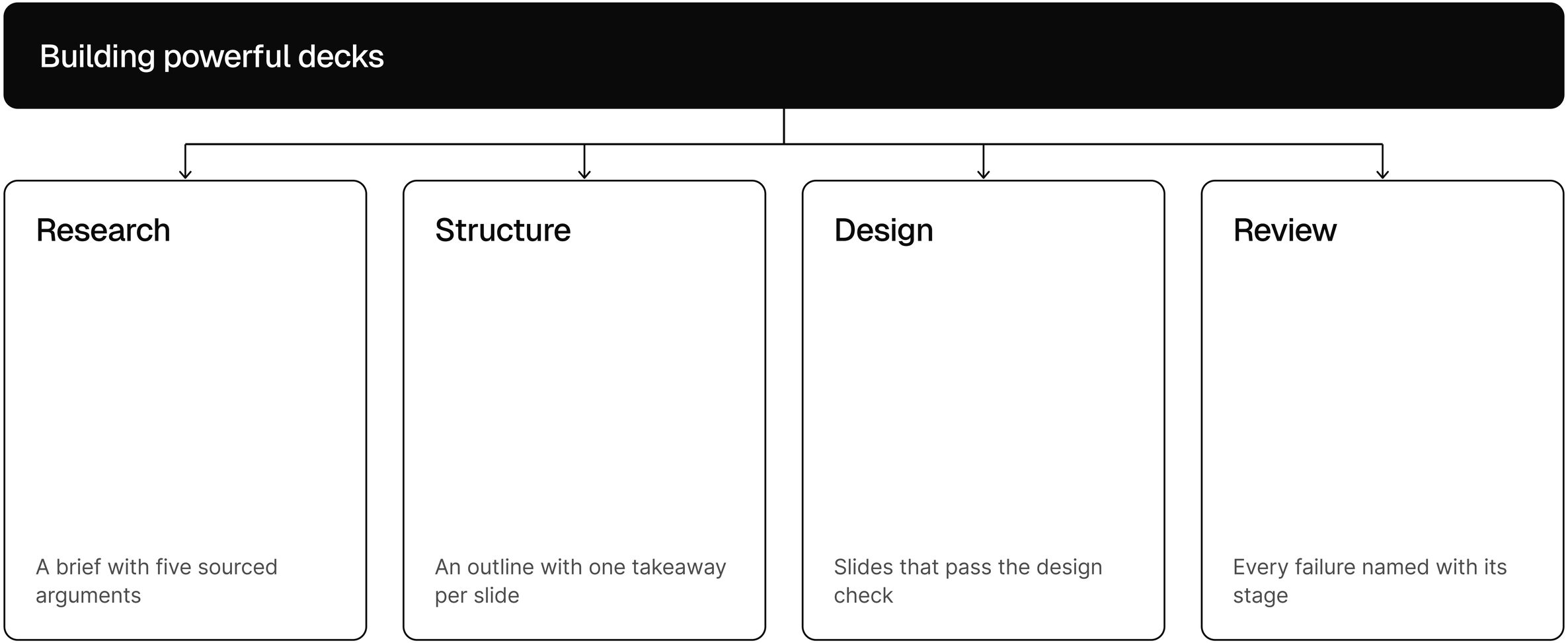
3 Expand wider

From producing results to building systems producing results

Build the system



Define the goal, then decompose it



All at once, then refine

WHERE'S THE BUG, LEBOWSKI?

- Research ×
- Structure ×
- Design ×
- Review ×

Brick by brick

- Research ✓
- Structure
- Design
- Review

See what works and what fails

Research

20/20

Structure

19/20

Design

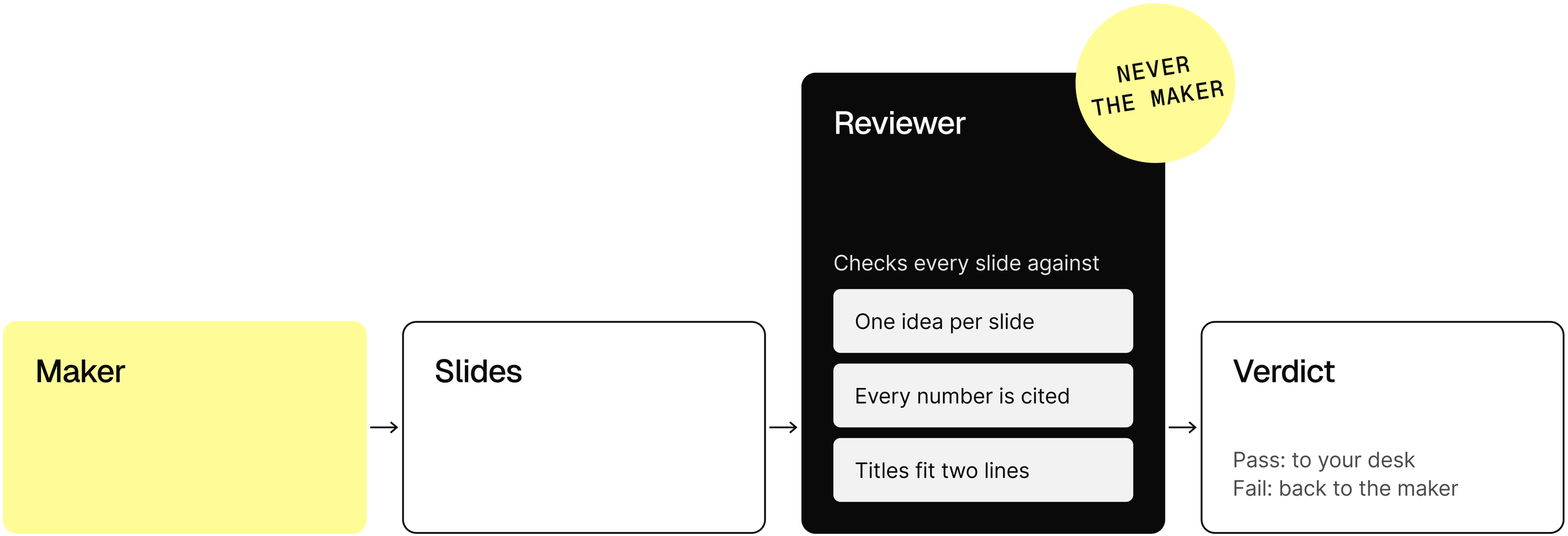
12/20

FIX THIS BRICK FIRST

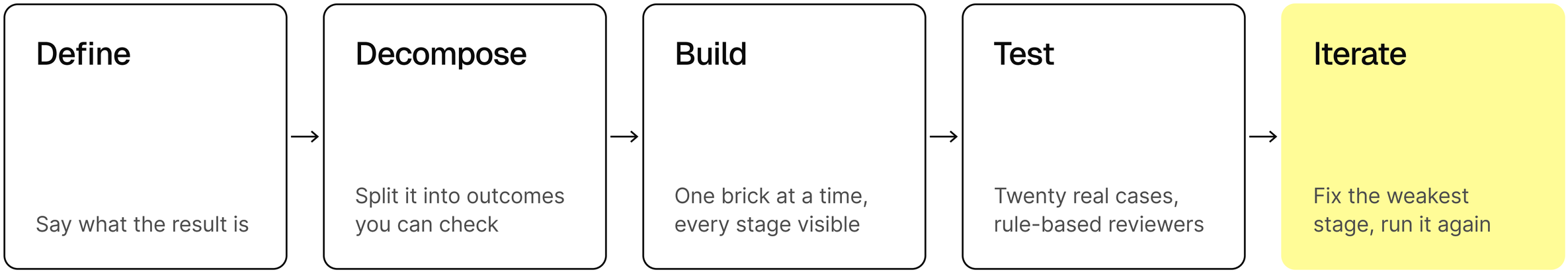
Review

17/20

Create rule-based reviewers



Build the system



- ✓ Learn the tool
- ✓ Learn how to build systems
- 1 **Make AI do your work**
- 2 Go deeper
- 3 Expand wider

Why start with your own work

1

You know what good looks like

You can tell a good result from a bad one in seconds, so evaluating is easy.

2

You know how the work gets done

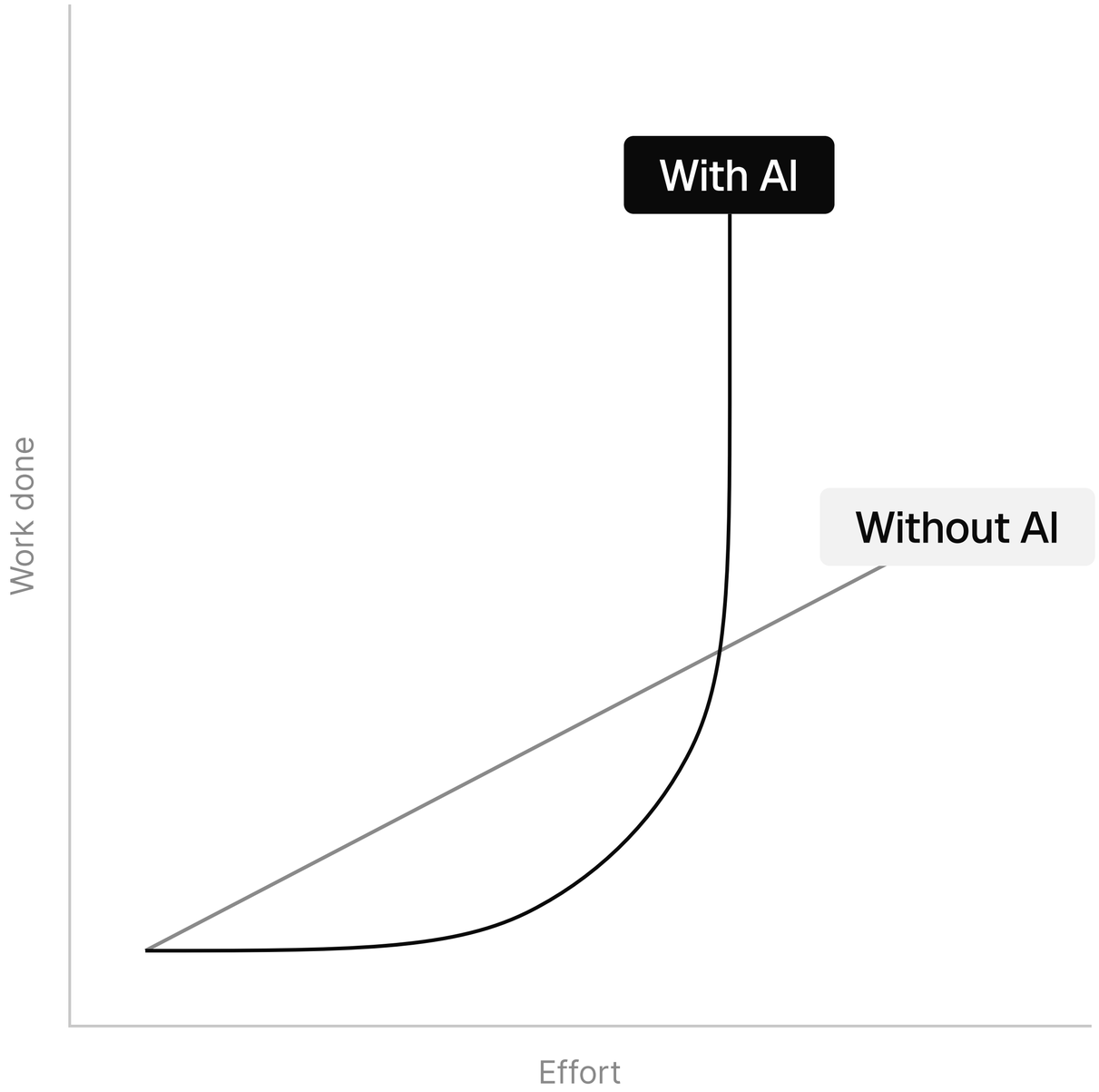
The steps, the inputs and the checks are already in your head. That is the system’s architecture.

3

It frees your time for new work

Every hour the system saves you goes into expanding yourself.

Automation effect is not linear



What to automate first

1

You do it often

Weekly reports, slides, PRDs, dashboard updates...

2

Same shape every time

The same inputs go in, the same kind of output comes out

3

Checking is faster than making

Minutes to review, hours to produce

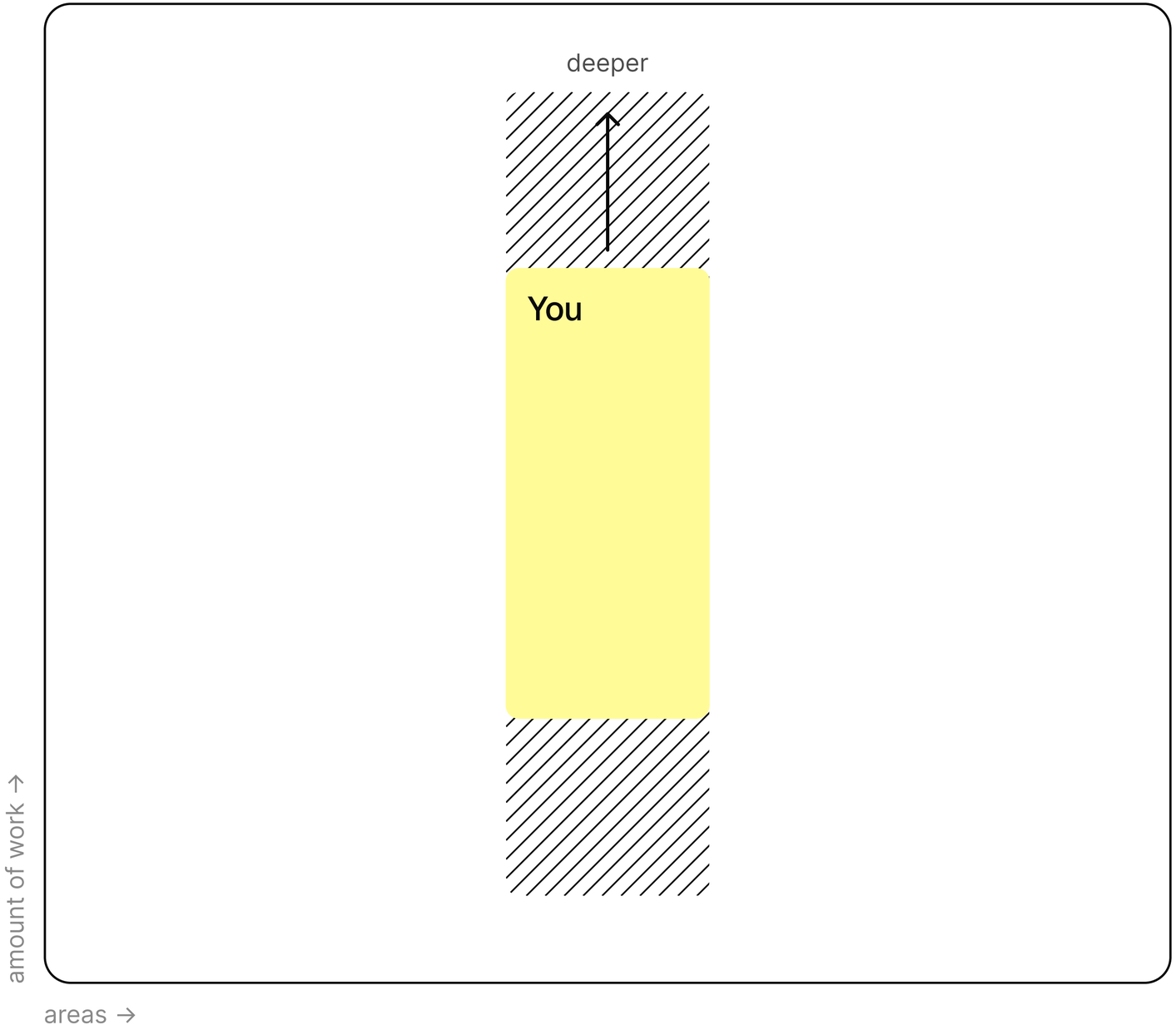
4

It drains you

Keep the parts you enjoy for yourself

- ✓ Learn the tool
- ✓ Learn how to build systems
- ✓ Make AI do your work
- 2 **Go deeper**
- 3 Expand wider

Go deeper



unlocked with AI

How to go deeper

1

Experiment with your methods

Your systems do the work now. Your job is to find the setups where they work better: swap a module, change the order, tighten a check. One change per run, same inputs.

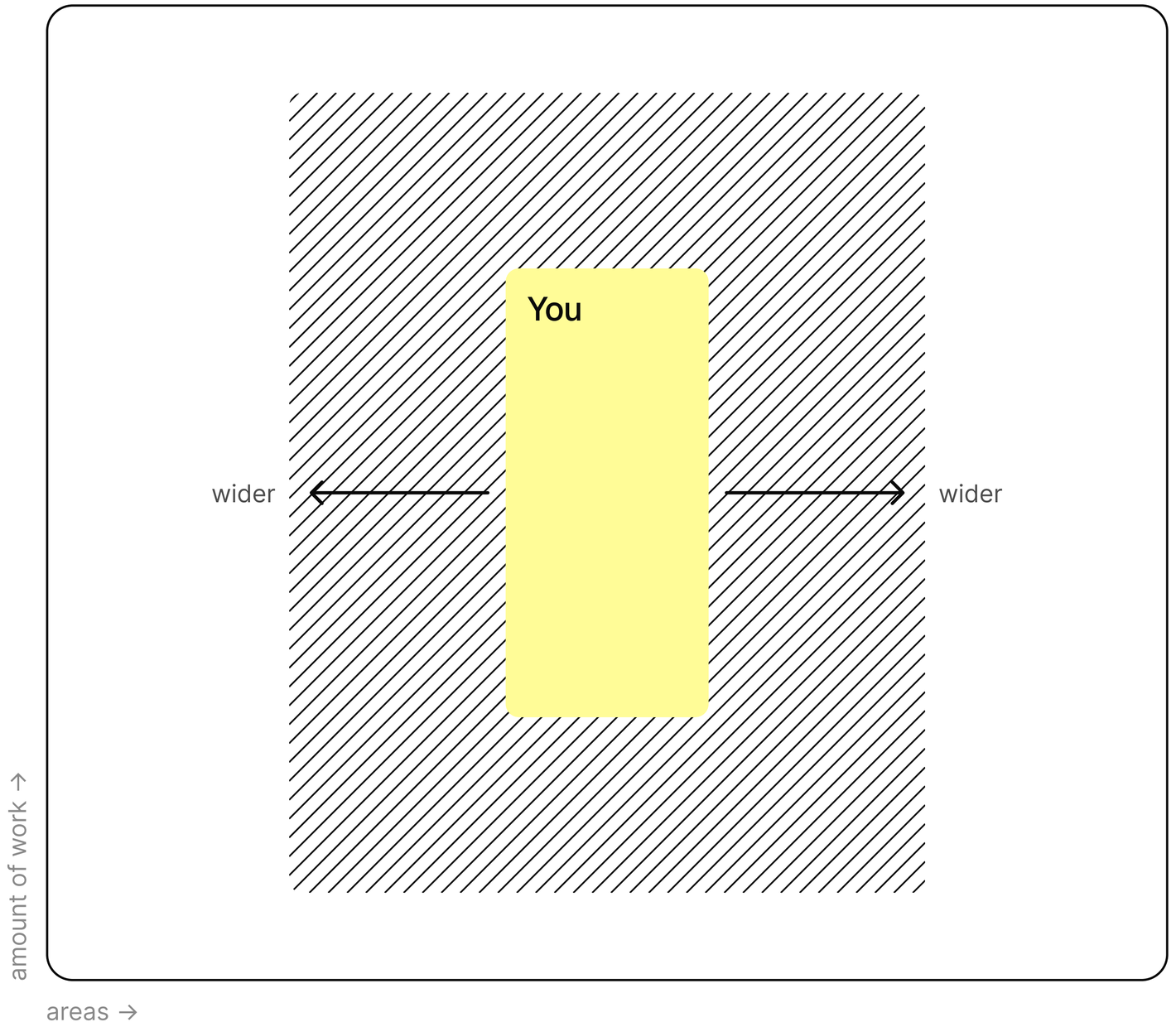
2

Build everything, then pick

Building is cheap now. Build every option you are considering, test them all, keep the best. Before: think → discover → build → test. Now: build → test → pick.

- ✓ Learn the tool
- ✓ Learn how to build systems
- ✓ Make AI do your work
- ✓ Go deeper
- 3 **Expand wider**

Expand wider



unlocked with AI

Where to expand first

1

Where the result grows

Your value is the result you are wanted for. Go there.

2

What blocks you

Waiting for data, research, a build? Take that area.

3

Next door

Adjacent crafts compound. Developer to sales is another job.

4

Where the fun is

You will do a lot of it. Pick what you enjoy.

The only way is through. Expand yourself. Learn the tool. Alright, kid. You're a Manager now. Use components. Rely on rules. Learn how to build systems. Define → Decompose → Build → Test → Iterate. Brick by brick. Rule based reviewers. Make AI do your work. Go deeper. Expand wider. Have fun!

See you on the other side!

Questions? Find me after the talk, or scan the code.

SCAN TO CONNECT

Max Borodin

Senior Product Manager, Simple