

Briana Halim

AI TRANSFORMATION & PRODUCT SYSTEMS BUILDER

Newport Beach, CA · Remote (US) · briana@buildsimpul.com · buildsimpul.com/gitlab · linkedin.com/in/brianahalim

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GitLab Hiring Team — AI Transformation Owner, Product & Design

GitLab's handbook says "Issue descriptions shall always be maintained as the single source of truth." When decisions change in comments but the description is not updated, the team's official brief can drift from what contributors actually agreed to build. I couldn't resist mapping that failure mode — hence this application for AI Transformation Owner, Product & Design.

I spent a decade in design and production — merchandise product development at FIDM, then technical design: tech packs, sample rounds, the gap between what's drawn and what gets built. Since 2025 I've run Build Simpul, building operating systems for small-business owners. Three of my systems are in regular use, each by a single owner-operator; the rest are prototypes I test hard.

The method is plain. A cannabis acquisition client initially needed individual properties verified against licensing, zoning, and operating constraints. Once I mapped the workflow, I saw that a viable location alone did not solve the business problem; the surrounding locations had to support the full retail model. I built a GIS layering and cluster-mapping system that not only identified viable sites but pre-grouped them into workable acquisition clusters. Every acquisition decision and every offer stayed with the operator. That shifted the work from property search to portfolio-level planning — the kind of reimagining I would bring to Product & Design.

I ran that loop against your public handbook: I mapped the current Product Development Flow, ranked five opportunities, built the top one, and ran it against a public sandbox on GitLab.com. All eight synthetic eval cases passed in two live sandbox runs, and the only thing the agent can write is a comment. That boundary is the tool allowlist, not a prompt rule. The project is public; a 90-day Champion plan sits with it at buildsimpul.com/gitlab. It's iteration one; week one I'd want to learn whether description drift actually hurts, or whether teams have habits that make it a non-issue.

My adoption experience has been hands-on with individual operators: making uncertainty visible, capturing corrections, and earning trust through real use. I would bring that practice into GitLab's Champion model and learn from people who have scaled it across teams. I'd be glad to talk.

Thank you for your time,

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