

Briana Halim

AI TRANSFORMATION & PRODUCT SYSTEMS BUILDER

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SUMMARY

I turn messy, undocumented operations into evidence-backed workflows, rapid prototypes, and systems operators can trust — separating deterministic rules, AI-assisted judgment, and human-only decisions. A decade in design and production taught me to find where intent breaks between what people request and what actually gets built. For GitLab, I applied that method to its public handbook and built, ran, and evaluated the top opportunity at buildsimpul.com/gitlab.

PATTERN OF IMPACT

- **Case organization became revenue recovery.** The ask was faster review; the larger opportunity was to detect overlooked facts and legal signals, guide clients in filling the gaps, and return stronger, review-ready cases without requiring additional attorney work.
- **Site verification became acquisition intelligence.** The ask was to find valid properties; the larger opportunity was to pre-cluster surrounding locations so each site could be judged as part of a viable retail portfolio.
- **Missed-call recovery became intelligent dispatch.** The ask was to answer and book the call; the larger opportunity was to schedule by urgency, technician location, and surrounding workload so recovered leads become workable jobs.

EXPERIENCE

Founder & Business Systems Architect — Build Simpul Studio

May 2025 – Present

Newport Beach, CA · Remote · AI operating systems for small-business owners

DISCOVER Reconstruct current-state operations from recordings, screens, documents, and operator explanations; find the constraint, not the loudest complaint.

DESIGN Separate deterministic rules from AI-assisted judgment and human-only decisions; turn that into future-state flows and approval boundaries.

PROVE Prototype on no-code/low-code platforms and APIs; test with gold cases, provenance, confidence states, and regression checks.

ADOPT Design directly with operating owners, make uncertainty and exceptions visible, capture corrections as reusable rules, and iterate against real work.

SELECTED SYSTEMS

GitLab Issue-Description Sync Agent PUBLIC SANDBOX · 8/8 SYNTHETIC EVALS

Mapped GitLab's public Product Development Flow, ranked five transformation opportunities, then built and ran the top prototype. The agent detects when discussion has drifted from the issue description and proposes an update as a comment; its tool allowlist prevents it from editing the issue. Eight of eight synthetic cases passed in one public sandbox run (gitlab.com/buildsimpul/drift-agent-sandbox).

Build Simpul Context Engine PRE-PRODUCTION

Turns recorded operations into evidence contracts, agent skills, and evaluations; 561 checks passing, 3 skipped.

SecondLook & Case Clarity WORKING PRODUCT · SANITIZED DEMO

SecondLook assembles source-linked case records and compares the facts with relevant cases, manufacturer records, service bulletins, and federal safety data. Case Clarity keeps declined matters in guided discovery, enriches missing facts and evidence, returns strengthened cases for attorney reconsideration, and flags civil signals for alternate legal routing. Validated on one real matter; attorney pilot not yet started.

Lush Salon payroll operations IN USE — ONE OWNER-OPERATOR

Converted undocumented operator knowledge into explicit rules for a ~28-person payroll (service, product, package, tip, assistant-cost, contractor, exceptions); owner confirmation and audit steps stay human.

Foreclosure acquisition intelligence IN USE — ONE OWNER-OPERATOR

1,200+ public foreclosure filings across Orange and Riverside County: qualification rules, scoring, reason codes, evidence receipts, freshness/confidence controls, PASS / FAIL / REVIEW routing, CRM review queue.

Licensed cannabis retail — zoning & cluster mapping IN USE — ONE OWNER-OPERATOR

Multi-source system connecting licenses, entities, operators, owners, zoning, and property data, with GIS cluster mapping that pre-groups viable locations so a site is judged by whether the locations around it support the retail model — moving the work from location search to portfolio-level acquisition planning. Built for one operator and in daily use; now being rolled out to that client's whole company under a paid engagement, delivered in milestones — Milestone 1 (architecture, evidence controls, acceptance tests) delivered September 4, 2026.

RackCheck / RackQuote Copilot WORKING BUILD · SYNTHETIC DEMO · NOT YET PILOTED

Reconciles customer email with dimensioned rack layouts, traces each extracted requirement to evidence, flags a 40-versus-42-bay conflict and missing pallet load, and blocks BOM generation until a reviewer resolves critical inputs. Structural approval remains with qualified humans. 16 unit and 16 browser tests; Pipedrive and QuickBooks adapters run dry-run only.

RulePath decision architecture CONTAINED PROOF · 24 TESTS

Converted spreadsheet-driven landed-cost and quoting rules into a runnable decision engine with validation, traceable outputs, packaged source, architecture proof, and demo videos; 24 recorded tests passing. Production Excel I/O and Windows packaging were outside the contained proof.

Rapid build range PROTOTYPES

Additional prototypes span intelligent dispatch and revenue recovery (HVAC); a personal knowledge OS in daily use (Think Simpul); correction-learning; creator-opportunity scouting (Scout Simpul); AI vision (Nest); consumer decision support (Pickwise); lead qualification (Sixgate); and HubSpot referral attribution. Status boundaries for each are listed in the online portfolio.

EARLIER CAREER — DESIGN & PRODUCTION (2013–2024)

- **Technical Designer, Malibu Design Group** (2018–2019) — technical specs and tech packs.
- **Freelance Designer, BH Design LLC** (2021–2024); **Creative Designer & Social Brand Manager, Hubble Studio** (2019–2020).
- **Design/Production, Content & Team Manager, No Limit Training Facility** (2021–2022); **Brand Development & Social Media Manager, Halo Aesthetics Medspa** (2020–2021).
- **Owner & Costume Designer, Plur Dolls** (2013–2016); **Wardrobe Stylist, Indie-pop** (2016–2017); **Digital Content Creator, Uber Facts** (2016).

AGENT OPERATIONS EVIDENCE

Skills files. Authors SKILL.md-style agent instruction files as a working method.

MCP servers. Built two: *secondlook-lemon-law-mcp*, a published consumer-intake server (stdio, two tools), and *secondlook-ledger*, a read-only server that narrates a stored reasoning ledger — it narrates, it never computes. Neither is the SecondLook reasoning engine.

Evaluation practice. Gold cases, provenance on every claim, explicit confidence states, labeled model comparisons, regression checks between versions, and human review queues at the approval boundary.

Platforms. Airtable, GoHighLevel, Retell AI, Apps Script, Vercel, Supabase, Cloud Run; OpenAI, Claude, Gemini.

EDUCATION

Fashion Institute of Design & Merchandising (FIDM) — Merchandise Product Development, graduated 2018.

OPERATING PRINCIPLES

- Reimagine the workflow before automating it; measure business outcomes rather than AI activity.
- Treat model output as probabilistic; preserve sources, uncertainty, contradictions, and human decision rights.
- Keep business logic, evidence, evaluations, and interfaces modular so tools can change without losing operational truth.