

Emory Fierlinger

Designer

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Dual US & NZ citizenship

Work experience

Marloo / Founding Designer

2024 – PRESENT

Marloo is an AI tool designed to help financial advisers spend more time with their clients, not on paperwork. I lead design end-to-end, shaping the core interaction model, building out the UI, and working closely with advisers to understand their workflows.

A big part of my role is translating those real-world processes into clean, intuitive product experiences, and designing systems around current model limitations like context windows, latency, and output reliability. I ship features fast using tools like Cursor and Claude Code, and helped take the company from \$0 to \$1M ARR in under a year.

Kuraplan / Founder

2024 – PRESENT | SIDE PROJECT

AI-powered lesson planning platform used by over 50,000 teachers across 75% of New Zealand schools. I started Kuraplan as a side project in 2024, and have since grown it into a real business — doing everything from product design, full-stack engineering, growth, and operations as a solo founder.

I've scaled the platform to ~\$14K USD MRR. I continue to ship new AI-powered tools like slideshow generation, image creation, and adaptive lesson content. I love the challenge of building something to help teachers be able to spend more of their time inspiring students.

Roadtrip / Co-Founder

2021 – PRESENT | SIDE PROJECT

Roadtrip is an iOS app for planning and budgeting road trips, built alongside my co-founder Ben. I handled design, marketing, and growth — spanning UX/UI, analytics, SEO, paid ads, and influencer partnerships. We've reached #1 on the App Store with 700K+ downloads and thousands of paying customers. Working on a B2C mobile app like Roadtrip taught me a lot about listening to users, moving fast, and figuring out what actually moves the needle at scale.

Education

Massey / Hons Design

2018 – 2022

First Class Honours Degree in Visual Communication Design at Massey University, specialising in UX/UI.

Other fun stuff

Apple / WWDC Scholarship

2019

In 2019 I was awarded a scholarship to WWDC after a technical application — which included tickets to the event in San Jose.

Magicbook / Project

2025 | V2.TRYMAGICBOOK.COM

When image models started getting good, I thought it would be a cool idea to create an app to help kids be the star of their own picture books.

Orbal / Generative UI

2025 | ORBAL.XYZ

I've been super interested in the future of AI devices, including stuff like generative UI, and how current devices could be re-thought. I built a conceptual device that uses image generation models to generate UI on the fly.

References available on request.