

Alan Rivero Gorinstein

Alan is a senior UX designer with six years of experience leading the design process for web and mobile direct-to-consumer digital products.

Experience

Ancestry

Senior User Experience Designer

March 2023 - Present (1 year, 9 months)

San Francisco, California

Led the redesign of the flagship AncestryDNA Origins feature in the Ancestry apps, which raised all feature discovery metrics by up to 200%, paywall CTR by 60%, DNA+ subscription conversion by 17%, winbacks by 13%, and DNA+ gross subscriber additions by 4%.

User Experience Designer

May 2020 - February 2023 (2 years, 10 months)

San Francisco, California

Led strategy definition, designed, and shipped the Likes, Comments, and Notifications features for photos, records, and stories in the Ancestry apps, which raised the number of UGC uploads from around 20k per day to 40k per day.

Led strategy definition, designed, and launched the Surnames, Life Events, and Curiosity Center features to the Discover feed in the Ancestry apps, which raised engagement by 44% from 13.9 to 20.1M visits.

Created research that inspired a redesign and then led the redesign of the Ancestry app onboarding flow, which resulted in a 19% increase in the onboarding completion rate and a 4.8% reduction in day-zero cancellations.

Associate User Experience Designer

October 2018 - April 2020 (1 year, 7 months)

San Francisco, California

Led design improvements in the payments, confirmation, upgrades, downgrades, cancels, and refund flows of the Ancestry web app checkout, which resulted in a 3.8% increase in DNA kit sales, a 1.0% increase in cross-sell to the subscription business, an 11.4% increase in the free trial bill-through rate, and a 3.6% increase in the conversion rate.

Contact

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alanriverogorinstein

Top skills

UX Design

User Research

Languages

English (Native)

Spanish (Native)

Certifications

Adobe Certified Associate

Photoshop

Designed mobile offer pages for successful marketing campaigns that resulted in lifts to free trial signups, bill-through, subscribers, and retention.

User Experience Design Intern

July 2018 - September 2018 (3 months)

San Francisco, California

Developed strategy, design execution, and launched the Map View feature to the Ancestry mobile apps on time and achieving quality standards.

BMW Group

Interaction designer | SCADPro Sponsored course

September 2017 - November 2017 (3 months)

Savannah, Georgia

Delivered UX research, wireframes, user flows, and prototypes for social mobility features to the BMW design team.

DAVID The Agency

Design intern

July 2016 - August 2016 (2 months)

Miami, Florida

Contributed strategy and design development to Burger King digital and print campaigns.

TERAN\TBWA

Design intern

November 2015 - December 2015 (2 months)

Mexico City, Mexico

Contributed strategy and design development to the Volaris airline web campaign.

Education

Savannah College of Art and Design

Bachelor of Fine Arts - BFA, Advertising · (2014 - 2018)