Alejandro Romero

Product Designer / Prototyper / Creator

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Experience

Gen Digital / Lead AI Product Designer

Sep 2024 - Pres, San Francisco, CA

- Setting the creative vision and leading design for Norton Neo, an AI-native browser redefining the agentic web experience. Delivering seamless, cohesive interfaces across desktop and mobile. Reporting directly to Gen's CINO & CEO.
- Spearheaded branding and product strategy, fusing cutting-edge AI with intuitive design principles to drive user adoption.

Shader Inc. / Lead Designer

Sep 2023 - Sep 2024, San Francisco, CA

- Drove the end-to-end user experience for an AI-powered, real-time camera app democratizing AR effect creation via natural-language prompts.
- Iteratively shipped cross-platform flows for mobile and desktop — accelerating product launches and elevating user engagement, directly contributing to acquisition of 50k+ users.

Microsoft (Blizzard) / UX Designer

Aug 2022 - Sep 2023, Irvine, CA

- Designed and shipped major features for products reaching 350M+ global players across mobile, browser, and desktop platforms.
- Championed design system evolution, cross-functional collaboration, and pitched innovative concepts that influenced executive direction and org culture.

Snap Inc. / AR Lens Creator

Sep 2021 - Jun 2022, Remote

- Collaborated with interdisciplinary research teams at Snap and Brown University to invent next-gen AR experiences for Snap Spectacles—the results engaged 500k+ users.
- Rapidly prototyped and tested novel cross-device AR interactions, influencing Snap's product roadmap.

NASA / Human-Computer Interaction Intern

Aug 2020 - Dec 2020, Mountain View, CA

- Designed VR/AR and UI/UX solutions for various NASA projects, including a VR application allowing users to explore Mars with real MSL rover data.
- Developed a data engine and optimized algorithms for querying and visualizing millions of data points from NASA databases.

Education

Brown + Harvard

M.S. HCI / 4.0 GPA

Brown University

B.A. Computer Science / 4.0 GPA
B.A. Psychology / 4.0 GPA

Activities

ALEBOI / Artist

Founded and leading an experimental art brand, collaborating on audiovisual projects with cross-disciplinary creative teams.

MakerSpace / Co-creator

Launched a community at Blizzard to catalyze innovation, hackathons, and open collaboration to elevate company-wide design culture.

Brown Taekwondo / Instructor

Developed and taught curriculum for diverse age groups; organized successful events and mentored competitors.

Skills

Design: Design systems • UI design • Design thinking • Figma • Prototyping • 3D modeling and rendering • Concept sketching • Accessible design • Iterative process • User flows • Design Critique

Technical: Blender • Adobe Creative Suite • Unity • HTML/CSS • JavaScript • Python • C# • R • MATLAB • Java

Languages: Native English + Spanish • Limited Latin + Korean