ALEXANDER BIGLANE

Senior Product Designer

Seasoned design leader with **10** years of experience in guiding strategy for globally recognized brands. I create scalable systems and **wonderfully human** frameworks that directly balance user needs with business goals.

EXPERTISE

UX Leadership
Design Systems
User Centered Design
Creative Direction
Visual Communication
Data Interpretation
Salesforce
(Sales + Service Cloud)
SLDS
UX Design
Mobile Architecture
Agile Frameworks
Technical Ecosystems Design
Collaboration
Customer Centered Design
Mac + PC
Figma
Sketch
Adobe Suite
AI

EDUCATION

LSU - BFA
College of Art + Design

CONTACT

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My favorite film series is 'The Lord of the Rings' _ The greatest flavor of ice cream is Vanilla, _ Yes, I love coffee

EXPERIENCE

Senior Product Designer - **Centene Corporation**
(2023 - 2025)

Lead design for the Builder Tools product suite, an internal platform for managing healthcare claims and assessments.

_**Directed design strategy** across Assessments, Notes, IMP and Membership Collections.

_**Created reusable patterns** to unify workflows across the product suite.

_**Mentored junior designers** through co-design sessions and QA, fostering best practices in their work.

_**Delivered a fully integrated suite** that improved efficiency, reduced friction and provided foundations for future success.

Senior UI UX Designer - **IBM**
(2020 - 2023)

Designed software and services for globally recognized clients such as **Google, PepsiCo, Ulta Beauty** and many others.

_**Google** CRM Buildout, worked onsite in Sunnyvale with their creative team to build a central repository with SLDS.

_**PepsiCo** Led design for Scheduling & Service Appointment flows, establishing patterns that scaled across **1,000** screens used daily by **25,000** employees.

_**Collaborated** cross-functionally with research, engineering and leadership through every step of the end-to-end process to ensure alignment between the user and the business was front and center of every project I was a part of.

User Experience Designer - **Blue Cross and Blue Shield of Louisiana**

(2014 - 2020)

Supported and evolved the online member portal, serving over **2 million** members.

_Maintained design of the member portal landing page, including a scalable mega menu navigation system.

_Built out micro-sites for for products, events and campaigns.

_Learned the value of a human-first approach to design as well as the importance of accessibility.