Alex Rivera

Senior Product Designer

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Product designer with 8 years crafting user-centered interfaces and design systems. Focused on measurable UX improvements and cross-functional collaboration.

Experience

BrightStudio

Senior Product Designer

2019 - Present

New York, NY

- Led design system rollout reducing design-to-dev handoff time by 35%.

- Ran research and A/B tests that increased onboarding conversion by 18%.

- Mentored junior designers and established component documentation practices.

PixelWorks

Product Designer

2015 - 2019

Brooklyn, NY

- Designed responsive interfaces used by 300k+ monthly active users.

- Partnered with PMs and engineers to prioritize UX debt and reduce churn.

Projects

Design System Revamp

Led end-to-end design system rebuild to standardize components across 5 products.

Tech: Figma, Storybook

Education

Parsons School of Design

B.F.A. Interaction Design

2010 - 2014

NYC

Skills

Figma Sketch User Research Prototyping Design Systems Accessibility

Certifications

NN/g UX Certification

Languages

English (native)

Volunteer

Design mentor at Local Meetup