

# Rafael Flores

Director of Product Design — Platforms, Design Systems & AI

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## Summary

AI-forward, systems-minded design leader (15+ yrs) who **owns end-to-end product design** and **scales design systems** across complex, regulated products. I've led orgs of **20+** (including **manager-of-managers**), merged legacy systems, embedded **WCAG/Section 508** and content standards, and partnered with Engineering to make quality **measurable**. Recent focus: **AI-assisted design ops**—LLM-based **drift detection**, **linting** for tokens/variants/a11y, an **internal DS chatbot**, and **MCP-literate, AI/ML workflow automation** using market-available plugins—raising craft **without slowing teams**. Domains: **health & benefits, banking/money movement, B2B platforms, and hardware↔software**.

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## Core Competencies

- **Leadership & Org:** hire, coach, and grow teams; manage managers; build psychologically safe, high-craft cultures; cross-functional influence.
  - **Design Systems at Scale:** tokens/Variables, semantic naming, **contribution model, versioning/deprecation**, migration playbooks, **release trains**, Zeroheight IA; Figma ↔ Storybook alignment; **CI/visual regression** gates.
  - **Platform & Systems Thinking:** settings/permissions, configuration, approvals, error/recovery & auditability; multi-surface coherence (Web/iOS/Android/desktop).
  - **Research & Content:** discovery cadence, usability testing, mixed-methods synthesis; content standards, disclosure/consent patterns.
  - **AI-assisted Delivery:** drift detection dashboards, Figma lint plugins, internal DS/chatbot; **MCP-aware orchestration, AI/ML workflow automation, and plugin accelerators; human-in-the-loop** guardrails.
  - **Metrics & Ops:** KPIs (adoption, late-stage defects, time-to-merge), decision logs, roadmap/prioritization, portfolio planning.
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## Experience

**Alight Solutions — Product Design Director (Design Systems & Accessibility)**

2021 – Aug 2025 • Remote

- **Consolidated two legacy design systems** (UPoint & Thrift) into **AWLDS** via component/token gap analysis, **versioning/deprecation**, and **migration playbooks**.
- Built a cross-platform DS aligned to **Figma ↔ Storybook ↔ Zeroheight**; instituted **release trains** with CI/visual-regression gates and DS **change notes**.

- Standardized trust-critical patterns (forms, eligibility/limits, disclosures/consents, error/recovery, review/undo) with embedded **WCAG 2.1/2.2** and content checks → **late-stage design defects** ↓ ~50%.
- Instrumented KPIs (adoption, defects, time-to-merge) and tightened PR/review rituals → **design→dev lead time** ↓ ~30%; **component adoption** ~50%.
- **People:** scaled org to **20+** including **5 manager** DRs; earlier phase managed **5 designers, 1 content strategist, 2 accessibility specialists**.
- **AI Strategy:** LLM **drift detection** on guidance/component usage, **internal DS chatbot**, and **Figma lint plugin** for tokens/variants & accessibility.

#### **BMO Financial Group — User Experience Team Lead**

*Jan 2019 – Nov 2020 • Chicago*

- Led UX for **account opening, money movement, servicing** across Web/iOS/Android; established DS governance (tokens/Variables, content & a11y).
- Facilitated **design sprints/vision workshops**; partnered with Eng/Security/Compliance on trust and recovery defaults.
- **Impact:** contributed to raising the **BMO mobile app rating** from ~2.2 → ~4.2 via clearer patterns and recovery defaults.

#### **Walgreens — Sr Product/Interaction Designer (Contract)**

*Feb 2018 – Dec 2018 • Chicago*

- Mobile standards and delivery rituals for retail health journeys; tighter acceptance criteria with engineering for safer releases.

#### **InnerWorkings (INWK) — Lead UX (earlier role)**

- Repatriated UX & Engineering from an offshore vendor; with Product, stood up an internal scrum team and took over assets, processes, and delivery as the sole UX designer.
- Led UX for **VALO** (B2B procurement): multi-party workflows, approvals, and analytics.

#### **American College of Surgeons — National Cancer Data Base (NCDB) — RQRS (earlier role)**

- Clinician-facing data workflows with **de-identified data**; usability testing & contextual inquiry; interpretability and safe decision support.

#### **Shure — GUI Software Engineer (earlier role)**

- Built a **web app** for **firmware updates** and **real-time device control** of pro-audio hardware; worked within **global compliance** constraints (CE/FCC/EMEA/Prop65).

**Additional earlier roles:** Hyatt (Lead Mobile Product Designer) • Manifest (Sr Experience Designer) • TandemSeven (wealth/enterprise clients)

## Selected Impact

- **Late-stage design defects** ↓ ~50% after standardized states + embedded a11y/content checks.
  - **Design→dev lead time** ↓ ~30% through KPIs, DS alignment, and review rituals.
  - **Design-system component adoption** ~50% across key product areas.
  - **BMO mobile app rating** ↑ ~2.2 → ~4.2 via clearer patterns and recovery defaults.
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## AI, Tools & Methods

**AI:** ChatGPT, Claude, Microsoft Copilot, Ollama; **Model Context Protocol (MCP)** literacy

**AI in practice:** drift detection dashboards, DS/chatbot knowledge retrieval, Figma lint plugin (tokens/variants/a11y); **AI/ML workflow automation & plugin accelerators** (e.g., Figma/Jira/GitHub)

**Design/Docs:** **Figma** (components, Variables, prototypes), **Storybook**, **Zeroheight**, **Jira/Confluence/SharePoint**, **Tableau**, **UserZoom/UserTesting**, **Pendo**

**Quality:** CI/visual regression, A/B testing & analytics, decision logs, change notes, release trains, accessibility audits

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## Standards & Compliance

**WCAG 2.1/2.2** • **Section 508** (e.g., Thrift Savings Plan) • HIPAA awareness & de-identified PHI workflows • Localization & **R-to-L** considerations • Auditability & traceability patterns

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## Selected Design-System Work

- **Legacy → Unified DS:** token taxonomy & conversion maps; merged components; defined **deprecation policy** and **roll-forward guides**.
  - **Governance at scale:** contribution model, intake tooling & review forums; Zeroheight IA; DS **change notes** tied to product releases.
  - **Templates & patterns:** enrollment/eligibility, consent/disclosures, attestation, error/recovery, empty/loading/skeleton, accessibility annotations; documentation & training (usage, do/don't, anatomy/states).
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## Keywords

Director of Product Design; **Design Systems**; **Design Ops**; tokens; Variables; governance; contribution model; versioning; deprecation; migration playbooks; **AI/LLM**; **Model Context Protocol (MCP)**; **RAG**; agentic workflows; AI plugins; drift detection; linting; chatbot; Figma; Storybook; Zeroheight; accessibility; **WCAG 2.1/2.2**; **Section 508**; HIPAA; cross-functional leadership; research cadence; usability testing; dashboards; KPIs; CI; visual regression; mobile; web; desktop; platform; systems thinking