

# Rafael Flores

**Director, Product Design — Platforms: Wealth, Health & Systems**

**Email:** [ralf.flores@gmail.com](mailto:ralf.flores@gmail.com)

**Open to:** Director / Sr Director roles • Remote (Americas/ET)

---

## Summary

Design leader (15+ yrs) who owns product design end-to-end—**strategy, systems, and execution**—for mobile-first consumer and enterprise products. I build high-leverage teams, scale **Design Systems**, and ship trusted experiences across Web/iOS/Android in **wealth, health, and platform** domains. Known for raising quality bars (WCAG 2.1/2.2), partnering tightly with Product & Engineering, and using research + data to drive outcomes. Recent focus: **AI-assisted design ops** (LLM drift detection, internal dev chatbot) and Figma automation for faster, safer delivery.

**Selected impact:** coached **20** designers • late-stage design defects ↓ **50%** • design system component adoption ~**50%** • design→dev lead time ↓ **30%** • research cadence **2 studies/quarter**

---

## Core Strengths

**Team leadership & mentorship** • **Mobile-first UX** (iOS/Android/Web) • **Design Systems** (tokens/Variables, versioning/deprecation, contribution model, release trains; Figma ↔ Storybook ↔ Zeroheight; CI/visual regression) • **Accessibility** (WCAG 2.1/2.2) & privacy-by-design • **Content design partnership** (voice/tone, microcopy, disclosures) • **Experimentation & analytics** (A/B tests, quant + qual) • **Research ops** & centralized repository • **Trust & safety patterns** (clear states, recovery/undo) • **AI-assisted design ops** (drift detection, linting plugins, dev chatbot)

---

## Experience

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

2021 – Aug 2025 • Remote - Owned end-to-end design & research; built searchable **research repository** and aligned discovery with PMs.

- Scaled a cross-platform **Design System** (tokens/Variables, semantic naming, versioning/deprecation, migration guides, release trains) aligned to **Figma ↔ Storybook ↔ Zeroheight** with CI & visual regression.
- Standardized states for trust-critical flows (accounts, contributions, payouts, statements); embedded **WCAG 2.1/2.2**; **late-stage design defects ↓ 50%**.
- Instrumented **CSAT/NPS, adoption, error/defect rate, time-to-merge**; maintained a design calendar aligned to release trains.
- Partnered with Product/Engineering/BA; **design→dev lead time ↓ 30%**; **component adoption ~50%**.
- **AI acceleration:** LLM drift detection in Slack/design guidance; internal **dev chatbot**; **Figma plugin** to lint tokens/variants & accessibility rules.

- **Content governance:** voice/tone, microcopy & disclosure patterns; release notes & migration guides for DS updates.

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

*Jan 2019 – Nov 2020 • Chicago* - Led a cross-functional UX team across retail & business banking (Web/iOS/Android).

- Owned experience architecture for **money movement & servicing**; facilitated vision workshops and design sprints.
- Established DS governance (tokens/Variables, content & accessibility guidelines); partnered with engineering on component APIs & quality gates.

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

*Feb 2018 – Dec 2018 • Chicago* - Drove **mobile standards** and engineering rituals to raise delivery quality & speed for consumer health/retail experiences.

### **Earlier Roles — UX & Engineering**

- - American College of Surgeons: clinician-facing **NCDB** data workflows.
- Hyatt (Lead Mobile Product Designer), Manifest (Sr Experience Designer).
- InnerWorkings (Lead UX).
- TandemSeven (UX) — wealth clients incl. **Goldman Sachs & JPMorgan**.
- Shure (GUI Software Engineer).

---

## **Selected Projects**

- **LLM Drift Detection for Design Guidance:** monitored Slack/design guidance & component usage to surface divergences; improved consistency and reduced unknown drift.
- **Internal Dev Chatbot:** answered component/API questions from docs & repos to unblock engineers and speed DS adoption.
- **Figma Plugin — DS Lint (AWLDS Check):** lints token/variant usage and WCAG rules; prevents late defects and accelerates design reviews.
- **Automation Platform: TradingView → AWS → Alpaca:** serverless webhooks + job runner with simulate/paper/live modes, feature flags, kill-switch, audit logs, and alerting—operational guardrails for wealth/finance workflows.
- **Clinician Reporting & NCDB Dashboards:** emphasis on clarity, accessibility, and evidence-aligned content for safe interpretation.

---

## **Tools**

Figma • Storybook • Zeroheight • Jira • GitHub • React • Tailwind • AWS (Lambda, API Gateway, DynamoDB, S3) • Postman • Amplitude/Mixpanel • Looker/Mode

References and portfolio available at **rafaelflores.net**.