

# Rafael Flores

Lancaster, Pennsylvania • (773) 972-3528 • [ralf.flores@gmail.com](mailto:ralf.flores@gmail.com) • [linkedin.com/in/flashflores](https://www.linkedin.com/in/flashflores) • [rafaelflores.net](http://rafaelflores.net)

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## Summary

Driven product design director with a track record owning end-to-end product experiences and scaling design systems across regulated, high-trust domains. Strengths in UX design, prototyping, design system modernization, automation, usability testing, generative AI, and analytics. Experienced people leader and coach who partners cross-functionally to translate strategy into clear roadmaps, raise quality, and deliver measurable results.

**AI-Assisted Design Ops • APIs/SDKs • Release Management • Contextual Inquiry • KPIs/OKRs • WCAG 2.1/2.2 • Section 508 • Content Governance • A/B Tests • Quant/Qual Inputs • Visual Regression • Design Reviews**

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## Experience

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

May 2022 – Aug 2025 • Remote. Led the design system and accessibility practice for web/desktop and mobile products; owned platform capabilities and trust-critical flows (e.g., enrollment, contributions, payouts, statements, servicing). Set UX strategy, coached managers and ICs, and partnered with Product, Engineering, and Compliance/Legal to balance speed with quality. Covered people leadership, delivery operations, research cadence, accessibility, content governance, and KPIs.

- Modernized cross-platform design system; established contribution model and versioning/deprecation policies.
- Consolidated two legacy systems (UPoint & Thrift) into one platform DS (AWLDS) via gap analysis (tokens, components, content, a11y), token-conversion maps, and phased integration.
- Standardized trust-critical states (empty, error, review/undo, limits) with embedded WCAG 2.1/2.2 and content checks to late-stage design defects decreased approx 50%.
- Instrumented KPIs and tightened PR/review rituals to design to dev lead time decreased approx 30%; ran portfolio reviews, training, and office hours to accelerate adoption.
- Drove approx 50% component adoption with governance, migration guides, change notes, and office hours.
- Implemented release trains and CI/visual-regression gates for the DS; improved implementation fidelity, catching regressions earlier.
- Established discovery cadence (two studies/quarter) and a searchable repository to inform roadmaps.
- Shipped AI-assisted ops: LLM drift detection for guidance/component usage, an internal DS chatbot, and a Figma lint plugin (tokens/variants/a11y).
- Built durable governance: Zeroheight IA, training, and DS change notes aligned to product releases; strengthened content governance (voice/tone, disclosures, error/recovery microcopy).
- Partnered with Compliance to meet Section 508 obligations and maintained HIPAA-aware practices.

## Alight Solutions — Product Design Lead (Wealth & Platform)

Nov 2020 – May 2022 • Remote. Owned UX for enterprise wealth/planning workflows (web + native); acted as PO-proxy across squads.

- Translated research & stakeholder input into flows, wireframes, and interactive Figma prototypes; simplified disclosures, limits, and approvals.
- Partnered with Engineering and Compliance to harden component APIs, responsive behaviors, and error handling; contributed patterns to the shared DS.

## BMO Financial Group — User Experience Team Lead

Jan 2019 – Nov 2020 • Chicago, IL. Led UX for retail & business banking across Web/iOS/Android; owned experience architecture for account opening, money movement, and servicing. Ran design sprints & vision workshops with research to align stakeholders and iterate quickly; set DS governance and content/a11y standards; team lead for two ICs.

- Designed high-trust payments/transfer flows (Web/iOS/Android); shipped review/undo & recovery patterns; contributed to mobile app rating increase from approx 2.2 to approx 4.2.
- Collaborated on metrics, usability testing, and executive reviews; ensured cross-surface parity.

## Walgreens (Contract) — Senior Product/Interaction Designer

Feb 2018 – Dec 2018 • Chicago, IL. Designed mobile-first consumer health/retail journeys across iOS and Android, raising craft and delivery speed for high-traffic experiences; partnered with Engineering to harden component specifications and acceptance criteria.

- Established mobile standards and review cadences; reduced rework and improved iOS/Android parity across feature teams.
- Worked with Engineering to formalize acceptance criteria and component specs, reducing ambiguity and boosting release quality.
- Designed mobile-first “Find Care” flows, including faceted filters (e.g., location, availability, insurance), helping consumers quickly discover appropriate care options on iOS/Android.

## Hyatt — Lead Mobile Product Designer

Feb 2017 – Feb 2018 • Chicago, IL. Led end-to-end mobile product design across the travel journey (inspiration to booking to in-stay) for web, iOS, and Android; partnered with Product & Engineering to define mobile standards, conduct design reviews, and ensure iOS/Android parity plus responsive web support.

- Delivered cohesive experiences across discovery, reservation, and in-stay use cases, improving clarity for both guest and staff scenarios.
  - Established repeatable patterns and review cadences that increased cross-platform consistency and accelerated delivery.
  - Drove cross-functional alignment on the mobile vision, enabling smoother handoffs and fewer late-stage changes.
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## Additional Experience

Manifest. — **Senior Mobile UX Designer** (2016–2017) • Delivered data-dense dashboards and mobile-first designs across iOS/Android; shipped Allstate executive dashboard (Tableau) using Tufte principles to speed decision-making.

InnerWorkings (INWK) — **Lead UX** (2014–2015) • Led UX for B2B marketing-procurement tooling, including multi-party workflows, approvals, and analytics.

TandemSeven — **UX Designer** (2013–2014) • Enterprise consulting across financial services; delivered IA, wireframes, and prototypes for web & mobile.

American College of Surgeons — **UX Engineer** (2011–2013) • Designed IA, interaction patterns, and prototypes for NCDB/RQRS using de-identified cancer-patient data with strong patient-safety emphasis.

Shure — **GUI Software Engineer** (2007–2011) • Built a web app for device firmware updates & real-time control; developed database-driven solutions that automated engineering processes and improved team efficiency; partnered across embedded/industrial/software/test within CE/FCC/EMEA/Prop65 constraints.

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## Education

**M.S., Human-Computer Interaction** — DePaul University, Chicago, IL

**B.S., Computer Engineering** — DeVry University, Chicago, IL

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## Certifications

Professional Scrum Product Owner (PSPO) • Professional Scrum Master (PSM)

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## Technical Skills

Figma, Storybook, Zeroheight, Adobe Creative Cloud, Tableau; REST APIs, Webhooks, AWS, ChatGPT, Claude, GitHub Copilot, Cursor, Perplexity, Notion AI, Generative AI and agentic AI, AI/ML-ops familiarity

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## Professional Development

Outskill — Generative AI Mastermind (2-day intensive), September 2025

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## Volunteer Experience

Product Designer — UX for Good, January 2013