RAFAEL FLORES

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SUMMARY

A driven and accomplished product design director with a history of success in owning end-to-end product experiences and scaling design systems across regulated, high-trust domains. Leverages demonstrated skill in UX design, prototyping, design systems, modernization, automation, usability testing, generative AI, and analytics. Experienced in leading successful teams and projects, coaching and developing staff, and collaborating cross-functionally. Proven aptitude for implementing strategies and solutions to drive efficiency, ensure quality, and achieve exceptional results.

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

EXPERIENCE

ALIGHT SOLUTIONS, Chicago, Illinois
Product Design Director (Design Systems & Accessibility), 2020-2025

Led design systems and accessibility practice for web / desktop and mobile products, owning end-to-end UX for platform capabilities and trust-critical flows (enrollment, contributions, payouts, statements, and servicing). Set UX strategy, coached managers and ICs, and partnered with product, engineering, compliance / legal, and data to balance speed with quality. Covered people leadership, delivery operations, research cadence, accessibility, and content governance. Instrumented KPIs (adoption, defects, time to merge, CSAT / NPS), ran design reviews and portfolio rituals, and stood up training / office hours. Built AI-assisted quality tooling (drift detection, design system (DS) chatbot, Figma linting) and partnered with offshore engineering to maintain velocity and reliability across time zones.

- Modernized cross-platform design system and established contribution model and versioning / deprecation policies.
- Consolidated two legacy design systems (UPoint and Thrift) into single system (AWLDS) via rigorous gap analysis (tokens, components, content, accessibility "a11y"), token conversion maps, and phased integration plan.
- Standardized trust-critical states (empty, error, review / undo, limits) with embedded WCAG 2.1 / 2.2 and content checks, achieving 50% reduction in late-stage design defects.
- Instrumented KPIs and tightened PR / review rituals, reducing design-to-dev lead time by 30%.
- Drove 50% component adoption across key product areas by pairing governance with migration guides, change notes, and "office hours."
- Implemented release trains and continuous integration (CI) / visual regression gates for DS, improving implementation fidelity and catching regressions earlier.
- Established discovery cadence (two studies per quarter) and searchable repository to inform roadmaps.
- Shipped AI-assisted ops, including LLM drift detection for guidance / component usage, internal design-system chatbot, and Figma lint plugin for tokens / variants and accessibility.
- Built durable governance model, including zeroheight information architecture (IA), training, and DS change notes aligned to product releases.
- Strengthened content governance (voice / tone, disclosures, and error / recovery microcopy) to improve clarity and reduce risk in high-trust flows.
- Partnered with compliance to meet Section 508 obligations and maintained HIPAA-aware practices.

BMO FINANCIAL GROUP, Chicago, Illinois
User Experience Team Lead, 2019-2020

Led UX across retail and business banking, including web, iOS, and Android. Served as experience architecture for account opening, money movement, and servicing. Facilitated design sprints and vision workshops with research to align stakeholders and iterate quickly. Established DS governance and content / a11y standards. Served as team lead for two independent contributors.

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

WALGREENS (CONTRACT), Chicago, Illinois
Senior Product / Interaction Designer, 2018-2019

Designed mobile-first consumer health / retail journeys across iOS and Android, raising craft and delivery speed for high-traffic experiences. Partnered closely with engineering to harden component APIs and acceptance criteria, improving release safety and cross-platform consistency.

- 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, etc.), to help consumers quickly discover appropriate care options on iOS / Android.

HYATT, Chicago, Illinois
Lead Mobile Product Designer, 2017-2018

Led end-to-end mobile product design across the travel journey (inspiration, booking, in-stay) for web, iOS, and Android. Partnered with Product and Engineering to define mobile standards, conduct design reviews, and ensure iOS / Android parity plus responsive web support. Produced storyboards, user flows, and interactive prototypes to align stakeholders on vision, scope, and trade-offs.

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

ADDITIONAL EXPERIENCE

MANIFEST., Chicago, Illinois, **Senior Mobile UX Designer,** 2016-2017. Delivered data-dense dashboards and native designs across iOS / Android; shipped Allstate's exec dashboard (Tableau), using Tufte principles to speed decision making.

INNERWORKINGS (INWK), Chicago, Illinois, **Lead UX,** 2014-2015. Led UX for B2B marketing procurement tooling, including multi-party workflows, approvals, and analytics.

TANDEMSEVEN, Chicago, Illinois, **UX Designer,** 2013-2014. Enterprise consulting across financial services; delivered IA, wireframes, and prototypes for web and mobile.

AMERICAN COLLEGE OF SURGEONS, Chicago, Illinois, **UX Engineer,** 2011-2013. Designed IA, interaction patterns, and prototypes for National Cancer Database tools, using de-identified cancer patient data with strong patient safety emphasis.

SHURE, Chicago, Illinois, **GUI Software Engineer,** 2007-2011. Developed database-driven solutions that automated engineering processes and improved team efficiency.

EDUCATION

DEPAUL UNIVERSITY, Chicago, Illinois
MS, Human-Computer Interaction

DEVRY UNIVERSITY, Chicago, Illinois
BS, Computer Engineering

CERTIFICATIONS

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

TECHNICAL SKILLS

Figma, Storybook, zeroheight, Tableau, Kraken SDK, REST API, Python, Alpaca SDK, Webhooks, AWS, API Gateway, Lambda, DynamoDB, ChatGPT, Claude, GitHub Copilot, Cursor, Perplexity, Notion AI, AI/ML Ops, Agentic AI, Generative AI

PROFESSIONAL DEVELOPMENT

Outskill – Generative AI Mastermind, September 2025

VOLUNTEER EXPERIENCE

Product Designer, UX for Good, January 2013