

Alexis Rivaldo

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Summary

Product Designer building design practices from 0-to-1 while establishing UX patterns for multi-sided B2B platforms with complex, data-heavy enterprise workflows serving up to 2.5B users. Proven track record improving adoption 20-35% and CSAT 30% through end-to-end design, user research, and cross-functional collaboration.

Work Experience

Red Argyle (Enterprise B2B SaaS)

June 2021 - February 2025

Product Designer

Scaled the design team from 1 to 4, building design systems, establishing company-wide standards, and directing design strategy across multiple enterprise products for Fortune 20s. Mentored designers on stakeholder engagement, agile process, Figma mastery, and design systems. Contributed to industry-wide Salesforce UX best practices.

Select Projects

Creator Relationship Management CRM

- Designed creator monetization across multiple personas (large partner, SMB, finance, and case support) for 2.5 billion MAU designing a data-heavy CRM
- Improved CSAT by 30%, leveraging AI tools to accelerate design production and research synthesis
- Increased onboarding speed, developing deep subject matter expertise and maintaining documentation across 5 complex workflows
- Partnered with executives to map KPIs to product strategy, feature prioritization, and product roadmap
- Streamlined decision making designing visual dashboards, segmented flows, and simplified data-heavy flows

Global Patent Applications

- Designed multi-sided operational workflows serving distinct personas: inventors, legal teams, and finance, supporting different goals, contexts, and interaction patterns
- Increased patenting speed streamlining the end-to-end multiplatform system handling 100K+ total patents and leading in global AI patents
- Designed and prototyped high-fidelity workflows in Figma presenting simplified design for data-heavy workflows that balanced business priorities and user needs accounting for empty, error, and loading states
- Increased adoption aligning executive leadership and agile teams on simplifying data-rich CRM with visual dashboards and progressive disclosure for responsive design
- Championed human-centered design, partnering with the Head of Technology on discovery, persona creation, and service blueprinting, using curiosity and empathy to reduce tech debt
- Collaborated with engineers to incorporate easter egg micro-interactions and thoughtful empty states which were recognized in a global summit

Blue Cross & Blue Shield

March 2020 - June 2021

Product Designer

- Increased insurance broker efficiency 15%, redesigning a WCAG compliant legacy insurance application
- Enabled scalable design of new insurance products as only designer creating rapid high-fidelity mockups
- Facilitated cross-functional alignment between business stakeholders, design, and engineering teams

Independent Projects

Flash Tickets

March 2025 - Present

Founding Product Designer

- Driving conversion from third parties designing 0-to-1 mobile-first MVP collaborating with founding team

Education

Rochester Institute of Technology

BS in Human Centered Computing (HCI), Minor in Language Science (NLP & AI)

Certifications

Salesforce Strategy Designer | Salesforce UX Designer | Certified Scrum Product Owner (CSPO) | Nielsen Norman