

# Alexis Rivaldo

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## Summary

Product Designer designing complex workflows and data-heavy enterprise B2B tools as an embedded member of cross-functional product teams. Specialized in operational systems and data-rich interfaces serving up to 2.5B users. Proven track record improving adoption 20-35% and CSAT 30% through user research and design systems in collaborative product teams.

## Work Experience

### Red Argyle (Enterprise B2B Products)

*June 2021 - February 2025*

#### *Product Designer*

Led design of multiple enterprise products as core member of cross-functional product teams while mentoring junior designers. Led design systems that spanned multiple teams, including a transportation product that increased adoption by 35%.

## Select Projects

### *Creator Relationship Management (CRM)*

- Enabled creator monetization for 2.5 billion MAU designing a data-heavy CRM across 5 product areas including leads, opportunities, and cases
- Improved CSAT by 30%, synthesizing user research insights with AI to inform human-centered strategy
- 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 enterprise operational system handling 100K+ total patents and leading in global AI patents earning recognition at summit for exceptional product design
- Increased speed of patenting streamlining the end-to-end multiplatform service design supporting finance, lawyers and end user inventor portal
- Designed and prototyped high-fidelity workflows in Figma presenting simplified design of 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

### 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, designing a feasible high-fidelity mockup with Adobe XD
- Facilitated cross-functional alignment between business stakeholders, design, and engineering

## Other Experience

### Flash Tickets

*March 2025 - Present*

#### *Product Designer*

- Driving conversion from third parties designing 0 to 1 mobile first app 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