

# Alexis Rivaldo

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## Summary

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Product Designer with 5+ years designing for enterprise Fortune 20s. I've increased adoption by 35% treating design as a business strategy, bridging creativity, technology, and psychology. Expert in enhancing user adoption through UX research and user-centered design across internal operational platforms, B2B portals, and B2C customer facing interfaces. Proven track record leading AI assisted discovery, user research, usability testing, and Figma design.

## Work Experience

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### AUX Design (Independent Consultant)

March 2025 - Present

#### Senior Product Designer

Leading end-to-end UX for internal operational software and customer facing portals specializing in business processes and user research to inform strategic cohesive experiences across every touchpoint. Owning client-facing communication and facilitation of cross-functional collaboration with Salesforce Partner technical teams.

### Select Projects

#### Top 3 Vehicle Brand Vendor Directory | Fortune 20 Single-Family Office

- Streamlining luxury vendor selection by designing custom Salesforce Experience Cloud vendor catalog from 0-to-1, partnering with stakeholders and developers to deliver intuitive browsing and filtering experiences
- Own service blueprints to support wealth managers and journey maps for high net worth customers to support both internal financial tracking and customer portal
- Designed end-to-end visual identity and brand theme for Salesforce Experience Cloud, defining look-and-feel, color systems, typography, and component styling in Figma for white-glove single-family office

#### University Education & Experience Cloud (Cloud for Good)

- Optimizing the staff and student experience through usability and heuristic assessment and redesign of the existing Salesforce Education and Experience Cloud workflows
- Translating UX assessment findings, business problems, and technical constraints into high-fidelity functional prototypes in Figma, presenting design decisions to technical teams and business stakeholders

### Red Argyle (Salesforce Partner)

June 2021 - February 2025

#### Senior Product Designer

Owned UX of both the enterprise employee experience and corresponding B2B and B2C portals. Established design systems following SLDS guidelines, contributing to industry-wide Salesforce UX best practices. Conducted client discovery calls and business processes mapping, led research and usability testing, and collaborated closely with technical teams to ensure pixel-perfect implementation within brand and technical constraints.

### Select Projects

#### MAANG Patent Workflows

- Designed enterprise financial workflows handling 100K+ patents, turning extensive metadata into cohesive experiences for budget tracking and cost allocation for finance
- Increased speed of patenting streamlining end-to-end internal finance and lawyers mapping the service blueprint, and end user inventor portal leveraging journey mapping, within legal and WCAG compliance
- 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, information hierarchy, and progressive disclosure for responsive design

#### B2B Device Partner Onboarding | Leading Enterprise OS Device Provider

- Redesigned internal and external onboarding process conducting internal service blueprinting and user research to inform customer journeys, validated through usability testing
- Increased partner conversion by 25% leading design thinking workshops to identify onboarding pain points
- Designed information architecture and navigation for complex device catalog serving 77% of all global enterprises, handling hardware leads and service requests
- Partnered with Solution Architects to strategize standard vs. custom components and present stakeholders with solutions that support business processes, respect budget, and meet branding guidelines

**Blue Cross & Blue Shield**

*March 2020 - June 2021*

*UX Designer*

- Increased health insurance broker efficiency 15%, migrating and redesigning a legacy insurance application
- Enabled scalable design of new insurance products, designing a feasible high-fidelity mockup with Adobe XD

**Certifications**

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

**Education**

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**Rochester Institute of Technology**

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