

# Alexis Rivaldo

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## SUMMARY

Senior Product Designer with 6+ years leading end-to-end design for B2B SaaS and internal tools for complex enterprise operations. Improving CSAT and adoption up to 30% by combining strategic design thinking with RevOps strategy to improve forecasting and streamline workflows. Specialized in problem framing and cross-functional workshops to shape product vision and team alignment.

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## WORK EXPERIENCE

### AUX Design (Salesforce Partner)

#### Fractional Revenue Operations Manager

*March 2025 – Present*

Delivering end-to-end product design vision for B2B enterprise CRMs and customer experiences. Managing stakeholders from C-suite through engineering, communicating business value and technical constraints while establishing design standards.

- Improve bid margin for a 9-figure B2B manufacturer leading end-to-end CRM and customer portal design, owning the full experience roadmap from discovery through delivery
- Aligning IT, marketing, and sales, facilitating a weekly team sync, leveraging an AI agent project manager to automate ticket creation and documentation
- Designing a custom vendor management portal for a confidential Fortune 20 single-family-office, streamlining vendor selection based on spend data for high-net-worth clients

### Red Argyle (Salesforce Partner)

#### Lead Product Designer, Enterprise SaaS

*June 2021 – February 2025*

Led end-to-end product design vision for B2B CRM and financial reporting tools for Google and other enterprise clients, embedded in cross-functional teams of engineers. Joined as the first design hire, scaled the team to four, and established discovery and design ops and Figma component libraries adopted as standards across all client accounts.

- Increased speed of patenting streamlining the end-to-end multi-user platforms supporting finance, lawyers and end user inventor portal within legal and WCAG compliance, facilitating 100k+ patents
- Improved Pinterest ad sales efficiency 18% designing end-to-end B2B sales workflows in Figma, streamlining opportunity management with automations across sales reps, finance, and leadership
- Reduced manual data entry 19% by translating global sales rep research and workshops into Salesforce Sales Cloud automations, eliminating repetitive steps across the B2B sales pipeline
- Improved Google sales data reporting accuracy 17% leading global UX discovery with sales leaders across time zones, delivering Figma prototypes that simplified how regional teams understood and acted on pipeline data
- Improved YouTube partnerships platform CSAT 30% combining user research and AI-informed behavioral insights to redesign complex creator relationship management workflows
- Grew Google's GBike program adoption 21% by applying usability research to redesign the trip-logging experience, removing friction and building a daily habit across the employee base
- Established Figma component libraries, design system standards, and UX governance processes adopted across all enterprise client accounts, enabling consistent and scalable design delivery

### Blue Cross & Blue Shield

#### Product Designer, Enterprise

*March 2020 – June 2021*

Owned UX design for insurance broker marketing tool, driving measurable efficiency gains through end-to-end redesign and cross-functional stakeholder alignment.

- Increased broker sales efficiency 15% by leading end-to-end redesign of a legacy B2B sales application in Figma, streamlining workflows and aligning business, engineering, and compliance teams

- Defined UX standards and requirements for new insurance product lines, facilitating alignment between non-technical sales stakeholders and engineering for scalable, compliant delivery

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## **INDEPENDENT PROJECTS**

### **Flash Tickets**

**Founding Product Designer, Consumer**

*2025*

Drove conversion from third party ticket vendors designing a mobile first MVP web app from 0 to 1 alongside the founder and founding developer

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## **EDUCATION**

**Rochester Institute of Technology**

BS in Human Centered Computing

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## **CERTIFICATIONS**

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