Alexis Blas

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer focused on web and mobile products, from discovery through launch. I translate complex product problems into clear workflows and scalable design systems. I partner closely with Product and Engineering, use research and analytics to guide decisions, and build working product experiences with AI-assisted tools including Claude and Cursor.

SKILLS

Design systems: Component architecture, design tokens, governance, adoption, documentation

Product design: UX strategy, interaction design, responsive web and mobile, information architecture, prototyping

Research: User research, usability testing, analytics-informed iteration, Google Analytics, Hotjar, Maze

Leadership: Mentorship, cross-functional partnership, design critique

AI: AI-assisted ideation, research synthesis, content prototyping

Tools: Figma, FigJam, Figma Make, Claude, Claude Code, Cursor, Lovable, Framer, Adobe Creative Cloud

WORK EXPERIENCE

Senior Product Designer

Bold · Guaynabo, PR

October 2021–March 2026

- Redesigned Resume Nerd's highest-performing sales page, refining its structure and trust cues; the redesign increased revenue by approximately 25%.
- Modernized product experiences across all three Bold Studios products: Resume Nerd, Resume Help, and Resume Genius.
- Built a shared design system across the three products, including component architecture, design tokens, a reusable library, and documentation.
- Redesigned the Resume Nerd resume-builder flow, refining resume-creation interactions.
- Partnered with Product, Engineering, and Data to shape strategy and deliver web and mobile features end to end, using product analytics to guide iteration.
- Introduced AI-assisted workflows for ideation, research synthesis, and content prototyping.
- Mentored junior designers through regular feedback and critique and served as a go-to design partner across the team.

UX/UI Designer

Wovenware · San Juan, PR

October 2018–September 2021

- Designed end-to-end experiences for enterprise and consumer applications, translating business needs into user flows, sitemaps, wireframes, prototypes, and interfaces.
- Conducted user research and usability testing to inform workflow design and product interfaces.
- Standardized UI patterns across products.
- Supported junior designers with feedback and critique.Freelance UX/UI Designer

Independent · San Juan, PR

April 2017–September 2018

- Delivered web and mobile UX/UI for independent clients, from research and flows through wireframes and high-fidelity interfaces; primary client: Mucaro.

UX/UI Designer

KIS / de la Cruz and Associates · Guaynabo, PR

June 2014–March 2017

- Designed end-to-end UX artifacts, including user flows, sitemaps, wireframes, and high-fidelity UI, validating concepts through research and prototyping.

- Partnered with project managers, creative directors, business analysts, and marketing to align user experiences with client goals.

Earlier Experience

Nobox · Netsual · Fernando Irizarry Architects — UX/UI Designer, Visual Designer, and Draftsman roles across agency and studio environments.

SELECTED PRODUCT PROJECT

El Trillo (formerly Trail Scope) — Personal project · 2026

- Designed and built a mobile-first, community-powered app that helps people in Puerto Rico check and report trail conditions.
- Built the first version in Figma during the Config Makeathon, then migrated to Cursor for continued development and improvements.
- Project work spans GitHub, Vercel, and Supabase.

EDUCATION

B.A., Graphic Design — Atlantic University College, Guaynabo, PR

COURSES AND CERTIFICATIONS

IxDF course certificates: Perception and Memory in HCI and UX; Interaction Design for Usability; Design for the 21st Century with Don Norman

IxDF master class certificates: Build an AI Skill for Your Design System; How to Build Agentic AI Workflows for Product Design: Go from Prompts to Systems; Design KPIs: From Insights to Impact; Introduction to Digital Accessibility; Inclusive Design: Build Inclusion into Your Design Process

Udemy certificates: How to Carry Out a Usability Expert Review; User Experience: The Ultimate Guide to Usability

Design systems course: Design Systems Course, Espacio UX

LANGUAGES

English and Spanish