Alexis Blas

Senior Product Designer

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PROFESSIONAL SUMMARY

Senior Product Designer who turns complex problems into clear, intuitive web and mobile experiences. I bridge design and engineering across product strategy, UX/UI, prototyping, and scalable design systems. I use research, data, and close collaboration with product and engineering teams to create products that are useful, consistent, and built to scale.

SKILLS

Design Systems: Component Architecture, Design Tokens, Governance and Adoption, Documentation

Product Design: UX Strategy, Interaction Design, Prototyping, UI Design, Wireframing

Research: User Research, Usability Testing, Data-Informed Design

Leadership: Mentorship, Cross-functional Partnership, Design Critique

AI: Vibe Coding, AI-Assisted Prototyping, AI Research Synthesis, AI Workflow Design

Tools: Adobe CC (Photoshop, Illustrator, InDesign), Claude, Claude Code, Cursor, FigJam, Figma, Figma Make, Framer, Google Analytics, Hotjar, Lovable, Maze, Miro, Slack

WORK EXPERIENCE

Senior Product Designer
Bold, Guaynabo, PR
October 2021 - March 2026

- Led design systems strategy adopted across 3 product lines, building and scaling a shared component library, token architecture, and documentation from the ground up, eliminating duplicate component builds and shortening design-to-dev handoff time.
- Increased revenue approximately 25% on Resume Nerd's sell page by redesigning layout and adding trust elements, making it one of the highest-performing sell pages company-wide.
- Improved the Resume Nerd builder funnel, refining the resume creation flow to reduce friction and drive stronger conversion.
- Designed and contributed to multiple winning A/B tests each year, helping the team consistently meet its annual conversion and revenue goals.
- Supported junior designers with regular feedback and critique, serving as a go-to resource for design questions across the team.
- Partnered with product and engineering to define strategy and deliver user-centered features end-to-end across web and mobile.
- Partnered with data and product management teams to translate product analytics into design priorities and iterative solutions.
- Introduced AI-assisted workflows for ideation, research synthesis, and content prototyping.

UX/UI Designer
Wovenware, San Juan, PR
October 2018 - September 2021

- Designed end-to-end experiences for enterprise and consumer applications, translating business requirements into intuitive interfaces.
- Supported junior designers with feedback and critique.
- Conducted user research and usability testing, producing user flows, site maps, wireframes, and interactive prototypes.
- Standardized UI patterns across products, increasing consistency and speeding development.

Freelance UX/UI Designer
Independent, San Juan, PR
April 2017 - September 2018

- Delivered UX and UI design for independent clients across web and mobile, including research, user flows, wireframes, and high-fidelity interfaces. Primary client: Mucaroo.

UX/UI Designer
KIS / de la Cruz and Associates, Guaynabo, PR
June 2014 - March 2017

- Designed simple, effective user experiences for major client projects.
- Collaborated with project managers, creative directors, business analysts, and marketing to align UX with business goals.
- Designed end-to-end UX artifacts including user flows, site maps, wireframes, and high-fidelity UI, validated through prototyping and research.

Earlier Experience: Nobox, Netsual, Fernando Irizarry Architects
2001 - 2014

UX/UI Designer, Visual Designer, and Draftsman roles spanning agency and studio environments, building the foundation for today's product design practice: user flows, wireframes, high-fidelity UI, visual identity systems, and cross-functional collaboration with project managers, developers, and marketing.

EDUCATION

Bachelor of Arts (B.A.), Graphic Design
Atlantic University College, Guaynabo, PR
August 2006 - July 2010

Solid foundation in typography, composition, layout, and visual communication; applied design principles to digital and print projects with emphasis on clarity and usability.

COURSES AND CERTIFICATIONS

- Perception and Memory in HCI and UX, Interaction Design Foundation, February 2026
- Design Systems Course, Espacio UX, November 2025
- Design for the 21st Century with Don Norman, Interaction Design Foundation, January 2022
- Interaction Design for Usability, Interaction Design Foundation, March 2020
- How to Carry Out a Usability Expert Review (UX), Userfocus.com, April 2018
- Usability Testing Boot Camp (UX), Userfocus.com, January 2017
- The Ultimate Guide to Usability (UX), Userfocus.com, February 2014

LANGUAGES

English, Spanish