RAFAEL FLORES

Lancaster, Pennsylvania | (773) 972-3528 | ralf.flores@gmail.com | www.linkedin.com/in/flashflores/ | rafaelflores.net

SUMMARY

A driven and accomplished product design leader with a history of success in owning end-to-end product experiences and scaling design systems across regulated, high-trust domains. Skilled in UX design, prototyping, and systems modernization with AI-assisted workflows, usability testing, analytics, and responsible AI UX coaching. Equally effective executing detailed design work or setting cross-team direction—experienced across IC through director scope.

AI UX & Assisted Design Ops | APIs / SDKs | Design Systems | Release Management | Quant / Qual Research | KPIs | Accessibility (WCAG, 508) | Content Governance & Visual Regression | A/B Testing & KPIs | HIG / Material 3| Design Reviews

EXPERIENCE

ALIGHT SOLUTIONS, Chicago, Illinois
Product Design Director (AI UX, Design Systems & Accessibility), 2020-2025

Led design systems and accessibility practice for web / desktop and mobile products, owning end-to-end UX for platform capabilities and trust-critical flows (enrollment, contributions, payouts, statements, and servicing). Defined UX frameworks and collaborated with product, engineering, compliance / legal, and data teams to balance speed with quality. Coached designers on system thinking, AI UX heuristics, and accessibility standards. Instrumented KPIs (adoption, defects, time to merge, CSAT / NPS), ran design reviews and portfolio rituals, and stood up training / office hours. Built AI-assisted quality tooling (drift detection, DS chatbot, Figma linting) and embedded AI UX principles—clarity, confidence, and human-in-the-loop feedback—across product surfaces. Partnered with engineering across time zones to sustain velocity and reliability.

- **Modernized and unified** legacy design systems (UPoint + Thrive into AWLDS) through comprehensive gap analysis (tokens, components, a11y), contribution model, and versioning/deprecation policies—creating a scalable cross-platform framework adopted across web and mobile.
- **Translated multiple acquired brands into AWLDS** via brand-to-token mapping, component/variant alignment, and migration kits; used CI + visual-regression gates to enforce parity across web/iOS/Android.
- **Standardized trust-critical states** (empty, error, review/undo, limits) with embedded WCAG 2.1/2.2 and content governance checks, cutting late-stage design defects by 50% and improving consistency in regulated workflows.
- **Improved delivery velocity and quality** by instrumenting KPIs, tightening PR/review rituals, and implementing CI pipelines with visual-regression gates—reducing design-to-dev lead time 30% and catching regressions earlier.
- **Increased component adoption 50%** through change-management practices (migration guides, training, "office hours") and aligned DS releases with product release trains.
- **Introduced AI-assisted design operations**—LLM-based drift detection, internal DS chatbot, and Figma linting plugin for tokens/variants and accessibility—driving measurable quality and efficiency gains.
- **Built a durable governance ecosystem:** zeroheight IA, release-aligned change notes, content and accessibility standards, and HIPAA-/508-compliant review workflows ensuring reliability in high-trust domains.
- **Mentored designers in AI UX heuristics, model transparency, and ethical guardrails,** fostering safe integration of LLM-powered capabilities across the platform.
- **Partnered across design, engineering, and product teams** to scale governance and accessibility practices enterprise-wide, aligning product squads under shared DS standards.

BMO FINANCIAL GROUP, Chicago, Illinois
User Experience Team Lead, 2019-2020

Led UX across retail and business banking, including web, iOS, and Android. Served as experience architecture for account opening, money movement, and servicing. Facilitated design sprints and vision workshops with research to align stakeholders and iterate quickly. Established DS governance and content / a11y standards. Served as team lead for two independent contributors.

- **Redesigned high-trust money movement and account-opening flows** (web/iOS/Android), introducing review, undo, and recovery patterns that boosted app ratings from 2.2 to 4.2.

- **Partnered with research to run rapid usability testing and metrics reviews**, using task-success and completion-time data to prioritize redesigns and reduce friction in onboarding and payments.
- **Collaborated across product and engineering** to deliver cross-surface parity and measurable usability improvements.

WALGREENS (CONTRACT), Chicago, Illinois
Senior Product / Interaction Designer, 2018-2019

Designed mobile-first consumer health / retail journeys across iOS and Android, raising craft and delivery speed for high-traffic experiences. Partnered closely with engineering to harden component APIs and acceptance criteria, improving release safety and cross-platform consistency.

- **Defined mobile design standards and review cadences,** ensuring cross-platform parity and faster iteration across feature teams.
- **Created "Find Care" flows with advanced filtering (location, availability, etc.),** helping users discover suitable care options more efficiently.
- **Applied platform-native patterns** (HIG navigation, gestures; Material components) to reduce cognitive friction and improve a11y in high-traffic flows.

HYATT, Chicago, Illinois
Lead Mobile Product Designer, 2017-2018

Led end-to-end mobile product design across the travel journey (inspiration, booking, in-stay) for web, iOS, and Android. Partnered with Product and Engineering to define mobile standards, conduct design reviews, and ensure iOS / Android parity plus responsive web support. Produced storyboards, user flows, and interactive prototypes to align stakeholders on vision, scope, and trade-offs.

- **Delivered a cohesive mobile experience** across the travel journey (discovery, reservation, and in-stay use cases), improving clarity for both guest and staff scenarios.
- **Designed across the full Hyatt brand portfolio** (e.g., Regency, Grand Hyatt, Park Hyatt, Andaz), balancing brand voice with unified mobile standards and iOS/Android + responsive web parity.
- **Ensured cross-viewport parity** (web, iOS, Android) via component APIs, HIG/Material alignment, and acceptance criteria; reduced parity defects and rework.
- **Partnered cross-functionally** with product and engineering to align on vision, scope, and trade-offs—reducing late-stage rework and improving collaboration.

ADDITIONAL EXPERIENCE

MANIFEST., Chicago, Illinois, **Senior Mobile UX Designer,** 2016-2017. Delivered data-dense dashboards and native designs across iOS / Android; shipped Allstate's exec dashboard (Tableau), using Tufte principles to speed decision making.

INNERWORKINGS (INWK), Chicago, Illinois, **Lead UX,** 2014-2015. Led UX for B2B marketing procurement tooling, including multi-party workflows, approvals, and analytics.

TANDEMSEVEN, Chicago, Illinois, **UX Designer,** 2013-2014. Enterprise consulting across financial services; delivered IA, wireframes, and prototypes for web and mobile.

AMERICAN COLLEGE OF SURGEONS, Chicago, Illinois, **UX Engineer,** 2011-2013. Designed IA, interaction patterns, and prototypes for National Cancer Database tools, using de-identified cancer patient data with strong patient safety emphasis.

SHURE, Chicago, Illinois, **GUI Software Engineer,** 2007-2011. Developed database-driven solutions that automated engineering processes and improved team efficiency.

EDUCATION

NORTHWESTERN UNIVERSITY, KELLOGG EXECUTIVE EDUCATION, Chicago, Illinois

AI-Driven Product Strategy, Oct–Dec 2025 (in progress)

DEPAUL UNIVERSITY, Chicago, Illinois
MS, Human-Computer Interaction

DEVRY UNIVERSITY, Chicago, Illinois
BS, Computer Engineering

CERTIFICATIONS

Professional Scrum Product Owner (PSPO)
Professional Scrum Master (PSM)

TECHNICAL SKILLS

Design / Research: Figma, Sketch, InVision, Zeplin, Axure, Adobe CS, iOS/Android HIG, Material 3, Miro, Storybook, Chromatic, zeroheight, usability testing, Maze, analytics dashboards (Tableau), Google Analytics, Pendo
AI & Automation: AI UX, AI-assisted design ops, RAG, LangChain, LLM tools (ChatGPT, Claude, Copilot, Cursor), Generative & Agentic AI, Prompt evaluation, Model feedback loops
Engineering / APIs: Python, Docker, REST API, SDK integration, AWS (S3, Gateway, Lambda, DynamoDB, Bedrock, SageMaker), Webhooks, HTML, CSS, React, TypeScript
Governance / Accessibility: WCAG 2.2, Section 508, content governance, Internationalization (i18n/l10n), axe DevTools, visual regression testing
Product & Delivery Ops: Jira, Confluence, OKRs/Roadmaps

PROFESSIONAL DEVELOPMENT

Outskill – Generative AI Mastermind, September 2025

VOLUNTEER EXPERIENCE

Product Designer, UX for Good, January 2013