

Alexis Blas

SENIOR PRODUCT DESIGNER

✉ alexis.blas@me.com

📍 San Juan, San Juan, Puerto Rico

📞 9392325313

Profile

Senior Product Designer with 15+ years shaping web and mobile experiences across SaaS products. I turn complex problems into intuitive products — grounding decisions in user research, moving fast with prototypes, and building design systems that scale. I work closely with product and engineering to deliver work that's consistent, thoughtful, and built to last. AI-assisted workflows are part of how I operate — from early ideation and research synthesis to content prototyping — keeping discovery sharp and quality high.

Employment History

Sr. Product Designer, Bold, Guaynabo

Oct 2021 — Mar 2026

- Led end-to-end product design for web and mobile, partnering with product and engineering to define strategy and deliver user-centered features.
- Established and maintained a scalable design system (components, tokens, documentation) to improve UI consistency and accelerate design-to-development hand-off.
- Produced wire-frames, interactive prototypes, and detailed specifications to validate concepts, reduce development rework, and speed delivery.
- Partnered with data and PM teams to interpret product analytics, translating insights into design priorities and iterative solutions.
- Introduced AI-assisted workflows for faster ideation, research synthesis, and content prototyping.

UX/UI Designer, Wovenware, San Juan

Jan 2018 — Jan 2021

- Designed end-to-end user experiences for enterprise and consumer applications, translating business requirements into intuitive interfaces.
- Conducted user research and usability testing; created user flows, site maps, wireframes, high-fidelity UI designs, and interactive prototypes.
- Collaborated with engineers, product managers, and stakeholders to ensure implementation fidelity and measurable improvements in usability.
- Standardized UI patterns to increase consistency across products and speed development.

UX/UI Designer, KIS | de la Cruz & Associates, Guaynabo

Jan 2014 — Jan 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 — user flows, site maps, wireframes, and high-fidelity UI — with prototypes built to validate solutions in collaboration with research.

Links

alexisblas.com

[LinkedIn](#)

Skills

Product Design

Prototyping

UI Design

UX Design

Interaction Design

Wireframing

User Research

Usability Testing

Claude Code

Figma

Languages

English

Spanish

UX/UI Designer, Nobox, San Juan

Jan 2012 — Jan 2014

- Supported UX leads in designing client solutions by producing research artifacts, wireframes, UI mockups, and interactive prototypes.
- Collaborated with project managers, business analysts, and marketing to translate requirements into intuitive interfaces.
- Conducted usability testing and created clear, developer-ready specifications to reduce implementation ambiguity.

Visual Designer, Netsual, San Juan

Jan 2010 — Jan 2012

- Designed visual identities and interface aesthetics for websites and mobile apps.
- Created marketing campaign and social media assets, as well as web graphics.
- Collaborated with developers to ensure consistent implementation and pixel-perfect delivery.

Draftsman and Visual Designer, Fernando Irizarry Architects, Guaynabo

Jan 2001 — Jan 2012

- Produced detailed technical drawings, plans, sections, and 3D models to support architectural projects and client presentations.
- Designed business presentation materials and marketing collateral.
- Built and maintained the company website, improving online presence and information access.

Education

Bachelor Of Arts (B.A.) In Graphic Design, Atlantic University College, Guaynabo

Jan 2006 — Jan 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

Perception and Memory in HCI and UX, Interaction Design Foundation

Feb 2026

Design Systems Course, Espacio UX

Nov 2025

Design for the 21st Century with Don Norman, Interaction Design Foundation

Jan 2022

Interaction Design for Usability, Interaction Design Foundation

Mar 2020

How to carry out a usability expert review (UX), Userfocus.com

Apr 2018

Usability Testing Boot Camp (UX), Userfocus.com

Jan 2017

The Ultimate Guide to Usability (UX), Userfocus.com

Feb 2014