

Alexis Blas

SENIOR PRODUCT DESIGNER

alexis.blas@me.com

San Juan, San Juan, Puerto Rico

939 232 5313

Profile

Senior Product Designer with 15+ years in SaaS, focused on design systems and cross-team enablement. Built a shared system across three product lines, mentored designers, and drove a 25% revenue lift on a flagship sell page.

Employment History

Sr. Product Designer, Bold, Guaynabo

Oct 2021 — Mar 2026

- **Led design systems strategy adopted across 3 product lines** — built a shared component library, token architecture, and documentation, cutting duplicate builds and shortening design-to-dev handoff time.
- **Increased revenue ~25% on Resume Nerd's sell page** through a layout redesign and trust-building elements — one of the highest-performing sell pages company-wide.
- **Improved the builder funnel across all three products**, reducing friction and driving stronger conversion.
- **Supported junior designers** with regular feedback and critique.
- Partnered with product, engineering, and data teams to define strategy, translate analytics into design priorities, and ship user-centered features end-to-end.

UX/UI Designer, Wovenware, San Juan

Jan 2018 — Jan 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; produced user flows, site maps, wireframes, and interactive prototypes.
- Standardized UI patterns across products, increasing consistency and speeding 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, 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.

Links

alexisblas.work

[LinkedIn](#)

Skills

Design Systems: Component Architecture, Design Tokens, Governance & 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

Tools: Figma, Claude Code

Languages

English

Spanish

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