

DANIEL RIVAS

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PRODUCT MANAGEMENT & DESIGN

SUMMARY

Product leader with 23+ years across product management and UX design in consumer electronics, connected hardware, and enterprise SaaS. Has held both product manager and UX leadership titles, owning problem definition, requirements, design, and launch for 0-to-1 products across hardware, mobile, and web. Uses customer research and usage data to decide what to build and what to cut, and partners with engineering through delivery. Builds AI into the product process itself, from research synthesis and prototyping to specification, and independently shipped a multi-agent AI system. Holds multiple granted U.S. and international patents.

SKILLS

Product: Product Strategy & Vision, Requirements & Specifications, 0-to-1 Launch, Cross-Functional Leadership, Third-Party Team Management, Stakeholder Management, Jira, Confluence, Amplitude, Pendo

Design: UX Strategy, Design Systems & Standards, Interaction Design, Journey Mapping, User Research (Dovetail, Gong), Prototyping (Claude, Figma, Sketch, Axure RP), Mentorship & Design Coaching

AI-Augmented Process: Claude and Claude Code for research synthesis, prototyping, specification, and documentation

EXPERIENCE

LYTX, San Diego, CA

Senior Product Designer

2019 – Present

Own product direction and system-level UX for a video safety platform, partnering with product management and engineering to turn customer problems into shipped features.

- Scoped and shipped a following-distance video overlay after research showed it was the top unprompted coaching request, narrowing launch to one behavior and testing three concepts with safety managers; contested events dropped to near zero within the first month and no customer turned the feature off.
- Defined system-level UX for self-serve program features across 3 countries, delivering capabilities requested by high-value customers; Pendo usage data confirmed active adoption after launch.
- Designed the end-to-end Driver ID flow for QR badge creation, bulk distribution, and in-cab scanning after running customer discovery jointly with a product manager, enabling more customers to auto-assign video events to drivers; used post-launch analytics to identify adoption barriers.
- Designed bulk user file import, reducing task completion time by more than 30%.
- Pioneered an AI-native process for the UX team, integrating AI into research synthesis, prototyping, and documentation, and set the workflow standard adopted across the team.
- Designed a new video playback experience, enabling a new UI model to deliver high-value customer requests.

GLOBAL TREND ENGINE, Independent Project

Product Owner, Designer & Builder

2026

- Defined, designed, and shipped a 4-agent AI pipeline on Claude (scan, synthesize, meta-predict, verify) with seven domain personas, delivering a live CMS-integrated dashboard with nightly automated scans, prediction history, and accuracy tracking against live sources.
- Made cost and scope tradeoffs as product owner: exposed model choice in the interface and kept the tool private after weighing API cost against the absence of monetization.

QUALCOMM, INC., San Diego, CA

User Experience, Senior Staff

2012 – 2018

- Promoted from Staff to Senior Staff; transitioned from product management to UX leadership within Qualcomm.
- Carried the world's first WAN-connected fitness watch through three major scope resets, architecting the UX system across hardware, embedded UI, companion app, and cloud sync; the product was sold to Timex and launched nationally as the Ironman ONE GPS+.
- Delivered a 650+ page UI specification to hand the product off to Timex.
- Led contracted third-party design teams of about four specialists (interaction, visual, content, and usability research) across concurrent programs, setting design standards and mentoring designers.
- Designed activity tracking for Tagg from existing accelerometer data, adding value with no new hardware, and designed the device LED feedback, lowering support call volume.
- Re-designed AI deep learning software UI, allowing the company to showcase the technology at world conferences.
- Led UX and information architecture for the customer support website, enabling high-volume user onboarding.
- Invented a textual input method for wrist-worn devices, resulting in a patent filing.

QUALCOMM, INC., San Diego, CA

Product Manager, Senior

2007 – 2012

- Promoted from Product Manager to Senior Product Manager; owned product requirements for mobile TV, pet-tracking, and fitness wearable products and managed third-party design teams through full product cycles.
- Led the Tagg pet-tracker mobile initiative, prioritizing iOS and Android parity against a fixed launch date, running sprints, QA, and App Store submission, and coordinating firmware and app teams; shipped both apps on schedule.
- Designed 0-1 UX for the industry's first touch-screen live-TV personal television and led the ethnographic research behind its "TV first" interaction model, taking it to national launch.
- Led the first design iteration of a WAN-connected fitness wearable while holding the PM title, managing the third-party design firm that built its brand from scratch.

NOKIA, San Diego, CA

User Interface Designer II

2003 – 2007

- Promoted from User Interface Designer I to II after designing and specifying new phone software features; earned a company-wide award for innovative design.
- Served as the only North American member of Nokia's global design-management team and pioneered a work-criteria process, adopted team-wide, that reduced errors.

EDUCATION

Stanford University, Stanford, CA

1998 – 2002

Bachelor of Science (B.S.), Symbolic Systems, concentration in human-computer interaction

Interdisciplinary program spanning computer science, linguistics, philosophy, and psychology.

PATENTS

Granted

- Method and Apparatus for Serving Episodic Secondary Content, US 8,661,075 B2 (2014)
- Method for Serving Mobile TV Advertisements Based on User Preference, KR 10-1370169 (2014); JP 5705876 (2015); CN ZL201180005575.7 (2015)
- Locking a Group of Images to a Desired Level of Zoom and an Object of Interest Between Image Transitions, US 10,049,431 B2 (2018)

Published

- Touch-Based Flow Keyboard for Small Displays, US 20160026382 (2016)