



# Daniel Rivas

Role: User Experience (UX) Design, Product Mgmt.

Experience: 20+ years

Industry: Technology, Wireless, Artificial Intelligence, SaaS

Education: Human-Computer Interaction @ Stanford

## Quotes

“The first steps are finding out who the users are and what they need.”

“Some of the best advice I can give is to not take yourself too seriously. Otherwise ego can take over, and make you ignore useful feedback. Embrace curiosity. If someone disagrees with your design, ask why with the intention of learning something.”

### ☰ Considerations

- Strategic thinker, focused on broader scope as well as the details behind why things work
- Continuously develops storytelling and presentation skills
- Leads cross-collaborative workshops
- Adapts quickly to new software tools
- Has filed and received patents

### ★ Goals & Motivations

- Continuously improves professional skills through books, articles, and video classes
- Eagerly studies new technologies and topics in related industries
- Gravitates toward collaborative environments
- Interested in developing predictive skills related to futurology with the hope of better predicting trends

### ⚠ Pain Points

- Sometimes assigned too many projects at once due to knack for managing complex projects (*Slow Productivity* by Cal Newport suggests fewer concurrent projects while prioritizing quality)
- Encounters many manual processes that could be automated; when able, searches for ways to automate or optimize processes
- Occasionally receives non-constructive feedback, requiring a deeper dive into understanding why it was positive or negative



4 years

Studied: Symbolic Systems  
Focus: Human-Computer Interaction



3.5 years

Role: User Interaction Design  
Focus: Phone features, CDMA market



11.5 years

Role: Product Mgmt., User Experience  
Focus: New ventures, AI, B2B, D2C



5+ years

Role: User Experience Design  
Focus: Video Safety, Infrastructure