DANIEL RIVAS

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PRODUCT DESIGN

SUMMARY

Product designer with 23+ years designing web, mobile, and connected-hardware products, from 0-to-1 launches to enterprise video safety software. Leads ambiguous, multi-part initiatives from problem framing through launch, grounded in direct customer research and product data. Has also held product manager and UX leadership titles, working fluently with product and engineering partners. Builds AI into the design process itself, developing designs and requirements in Claude Design prototypes and mapping them to production components and design tokens for engineering handoff. Mentors designers and students. Holds multiple granted U.S. and international patents.

SKILLS

Design: UX Strategy, Interaction Design, Visual Design, Design Systems & Component Libraries, Design Tokens, Journey Mapping, Prototyping (Claude Design, Claude Code, Figma, Sketch, Axure RP), Mentorship & Design Coaching

Research & Product: Customer Interviews & Field Research, Usability Testing, Dovetail, Gong, Amplitude, Pendo, Requirements & Specifications, Cross-Functional Leadership, Third-Party Team Management, Jira, Confluence

AI-Augmented Process: Claude, Claude Code, and Claude Design for research synthesis, prototyping, specification, and design-to-code handoff

EXPERIENCE

LYTX, San Diego, CA

Senior Product Designer 2019 – Present

Own UX for strategic initiatives on a video safety platform, working with product management, engineering, and customers from problem framing through launch.

- Led design of a following-distance video overlay in 4 months, from customer field interviews to shipped release: tested three concepts and color treatments across road and night-vision conditions with safety managers and narrowed launch to one behavior; contested events dropped to near zero within the first month and no customer turned the feature off.
- Built an AI-native design-to-engineering workflow: develop designs and requirements in Claude Design prototypes and hand them to engineering, with a method that exports a component manifest and design tokens mapping the code component library to the prototype.
- Designed the end-to-end Driver ID flow in 3 months, from QR badge creation and bulk distribution to in-cab scanning, after running customer discovery jointly with a product manager; used post-launch analytics and customer interviews to identify adoption barriers.
- 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 bulk user file import, reducing task completion time by more than 30%.
- Mentor designers and interns informally, and mentored new UX professionals from a UCSD UX program.

GLOBAL TREND ENGINE, Independent Project

Designer & Builder 2026

- Designed, built, and shipped a React application backed by a 4-agent Claude pipeline (scan, synthesize, meta-predict, verify) with seven domain personas, using Claude Code and covering concept, design system, prompt engineering, API integration, and deployment; includes nightly automated scans, prediction history, and accuracy tracking against live sources.
- Made cost and scope tradeoffs as the 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.
- Took the world's first WAN-connected fitness watch from concept to sale: carried it through three major scope resets, architected the UX system across hardware, embedded UI, companion app, and cloud sync, and delivered the 650+ page UI specification that handed it to Timex, which launched it nationally as the Ironman ONE GPS+.
- Invented the one-finger keyboard that shipped on the Ironman ONE GPS+, resulting in a published patent filing.
- 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.
- Redesigned Qualcomm's deep learning software UI so customers could train AI models for their own products.
- Led UX and information architecture for Qualcomm CreatePoint, the customer documentation portal, filtering each customer's documents by default to the products they bought.

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, and Whistle later acquired the Tagg business.
- Designed 0-1 UX for the industry's first touch-screen live-TV personal television, a new product category: led the ethnographic research behind its “TV first” interaction model and took it to national launch in major US cities, where the service ran for several years.
- 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.

VOLUNTEER

OPEN CODING SOCIETY (OCS), Del Norte High School
Industry Advisor & Mentor Current

- Mentor a student team on UX and positioning for OCS, a student-built computer science learning platform: a Mentor Dashboard for outside mentors and “OCS in a Kit,” a version any school can run.

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)