

# DANIEL RIVAS

drivas@alumni.stanford.edu

(858) 539-5997

PORTFOLIO: <http://www.designbyrivas.com>

<https://www.linkedin.com/in/dan-rivas>

## UX STRATEGY & PRODUCT DESIGN

Design professional with 22+ years of experience in user-centered research and product design, recognized for attention to detail and robust prototyping. Adaptive team member who excels at identifying relatable user stories, defining clear product requirements, and improving user interactions through iterative design. Productive contributor who thrives when building solutions as part of a holistic vision and translating complex problems into simple experiences.

### SKILLS

- User Research
- Journey Mapping
- Interaction Design
- Storytelling
- Prototyping
- AI Fluency
- System Thinking
- Usability Testing
- Stakeholder Management
- Product Management

### TOOLS

- Figma
- Sketch
- Axure RP
- Photoshop
- Claude
- Dovetail
- Pendo
- Amplitude

## EXPERIENCE

**LYTX**, San Diego, CA

**2019 – Present**

### Senior Product Designer (2019 – Present)

Designed UX for video safety product, researched product usage, and experimented with AI & interactive models.

- Led system-level UX for self-serve program features across 3 countries, resulting in improved customer retention.
- Created bulk user file import design, resulting in greater than 30% time reduction for task completion.
- Designed new video playback experience, enabling a new UI model to implement high-value customer requests.

**QUALCOMM, INC.**, San Diego, CA

**2007 – 2018**

### User Experience, Senior Staff (2014 – 2018)

Led overall UX for multiple large-scale projects, managed 3rd-party design teams, and created product requirements.

- Led UX design and information architecture for customer support website, enabling high-volume user onboarding.
- Re-designed AI deep learning software UI, allowing company to showcase technology at world conferences.
- Architected system-level UX for the world's first WAN-connected fitness device, leading to partnership with Timex.
- Invented textual input method for wrist-worn devices, resulting in patent filing and increased value to IP portfolio.

### User Experience, Staff (2012 – 2014)

Guided UI design for new product features, coordinated 3rd-party design team goals, and created product requirements.

- Crafted new specification format for UX documentation resulting in efficient and complete use case coverage.
- Designed Android and iOS application UI for pet tracking product, granting users new product capabilities.
- Designed hardware UX for pet tracking device, leading to easier understanding of device and fewer support calls.

**Product Manager, Senior** (2010 – 2012)

Created product requirements for large-scale consumption in mobile television and wireless pet tracking.

- Led mobile application initiative for pet tracking product, resulting in product availability for Android and iOS.
- Created conceptual UX for digital display technology, leading to business opportunities with potential partners.
- Managed 3rd-party design team for full product cycle of fitness wearable, delivering a new ready-for-market product.

**Product Manager** (2007 – 2010)

Created requirements for mobile television, designed interaction concepts, and managed 3rd-party design teams.

- Designed UX for personal television device, creating the first touch-screen live television interface.
- Led user research studies for new television hardware product, resulting in product design improvements.

**NOKIA**, San Diego, CA

**2003 – 2007**

**User Interface Designer II** (2005 – 2007)

Designed new features for phone software and contributed to design process improvements.

- Pioneered internal work criteria process, leading to reduced errors and adoption by other project managers
- Trained members of UX group in industry technology, resulting in improved team knowledge and efficiency.

**User Interface Designer I** (2003 – 2005)

Designed and specified new features for phone software.

- Designed new features, helping company continue to expand into new markets with new service providers.
- Earned company award for innovative design work, gaining company-wide recognition for local design team.

## EDUCATION

**Bachelor of Science (BS), Symbolic Systems,**

STANFORD UNIVERSITY, Stanford, CA

Interdisciplinary study of computer science, linguistics, philosophy, and psychology

Concentration in human-computer interaction

## PATENTS

Granted

*Method and apparatus for serving episodic secondary content*

Patent No. US 8,661,075 B2, Issued February 24, 2014

*Method for serving mobile TV advertisements based on user preference*

Patent No. KR 10-1370169, Issued February 25, 2014

Patent No. JP 5705876, Issued March 5, 2015

Patent No. CN ZL201180005575.7, Issued December 15, 2015

*Locking a Group of Images to a Desired Level of Zoom and an Object of Interest Between Image Transitions*

Patent No. US20180018754, Issued August 14, 2018

Published

*Touch-Based Flow Keyboard for Small Displays*

Application No. US20160026382, Published January 28, 2016