

DANIEL RIVAS

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PRODUCT DESIGN — UX STRATEGY & SYSTEMS

SUMMARY

Design leader with 22+ years driving UX strategy, design systems, and product vision across consumer electronics, enterprise SaaS, and connected hardware. Known for translating ambiguous, cross-functional problems into scalable, system-level solutions, mentoring designers, and setting design standards adopted across teams and third-party partners. Deep fluency in AI-augmented design workflows — from rapid prototyping to production-ready specification and documentation. Holds multiple granted U.S. and international patents.

SKILLS & TOOLS

- Design Strategy & Vision
- Design Systems & Standards
- Cross-Functional Leadership
- Mentorship & Design Coaching
- User Research & Usability Testing (Dovetail)
- Journey Mapping & Storytelling
- Interaction Design & Systems Thinking
- Stakeholder Management
- Product Management (Jira, Confluence)
- AI-Augmented Design Workflows (Claude)
- Prototyping (Figma, Sketch, Axure RP)
- Analytics (Amplitude, Pendo)

EXPERIENCE

LYTX, San Diego, CA 2019 – Present

Senior Product Designer 2019 – Present

Own UX strategy and system-level design for a video safety platform; set design standards and pioneer AI-augmented design workflows adopted across the team.

- Led system-level UX for self-serve program features across 3 countries, resulting in improved customer retention.
- Set documentation and design-process standards for AI-augmented workflows, mentoring designers on systems thinking and adoption of new tooling.
- Created bulk user file import design, resulting in greater than 30% reduction in task completion time.
- 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 UX strategy and information architecture across multiple large-scale programs; directed 3rd-party design teams and authored product requirements at the system level.

- Led UX design and information architecture for customer support website, enabling high-volume user onboarding.
- Directed and mentored 3rd-party design teams across multiple concurrent programs, setting design quality standards for external partners.
- 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 a partnership with Timex.
- Invented textual input method for wrist-worn devices, resulting in a patent filing and increased value to the IP portfolio.

User Experience, Staff 2012 – 2014

Guided UI design and design-documentation standards across new product features; coordinated 3rd-party design team goals.

- Authored a new UX specification format, adopted team-wide, resulting in more efficient and complete use case coverage.
- Designed Android and iOS application UI for a pet-tracking product, extending platform capabilities to mobile.
- Designed hardware UX for a pet-tracking device, reducing user confusion and lowering support call volume.

Product Manager, Senior 2010 – 2012

Owned product requirements for mobile television and wireless pet-tracking products; managed 3rd-party design teams through full product cycles.

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

Product Manager 2007 – 2010

Defined requirements and interaction concepts for mobile television hardware; led early-stage user research.

- Designed UX for a personal television device, creating the industry's first touch-screen live-television interface.
- Led user research studies for new television hardware, directly shaping subsequent product design improvements.

NOKIA, San Diego, CA 2003 – 2007

User Interface Designer II 2005 – 2007

Designed new phone software features and drove process improvements across the UX group.

- Pioneered an internal work-criteria process that reduced errors and was adopted team-wide by other project managers.
- Trained members of the UX group on industry technology and tooling, improving team-wide knowledge and efficiency.

User Interface Designer I. 2003 – 2005

- Designed and specified new phone software features, helping the company expand into new markets and with new service providers.
- Earned a company-wide award for innovative design work, gaining recognition for the local design team.

EDUCATION

Bachelor of Science (B.S.), Symbolic Systems — Stanford University, Stanford, CA

Interdisciplinary study of computer science, linguistics, philosophy, and psychology, with a concentration in human-computer interaction.

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)