DANIEL RIVAS

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PRODUCT DESIGNER | 0-TO-1 PRODUCTS | AI-NATIVE WORKFLOW

SUMMARY

Product designer who takes new products from field research to national launch, including the world's first WAN-connected fitness watch, launched by Timex, and the industry's first touch-screen live-TV personal television. At Lytx, led a following-distance video overlay that cut contested events to near zero in its first month, and built an AI-native workflow that hands Claude Design prototypes to engineering, cutting design turnaround by 3 weeks. Holds multiple granted U.S. and international patents; mentors designers and students.

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 100% of customers kept the feature enabled.
- Built an AI-native design-to-engineering workflow that cut design turnaround by 3 weeks: designs and requirements are developed in Claude Design prototypes and handed to engineering; also created a method to export a component manifest and design tokens that map the code component library to the prototype.
- Designed an AI chat feature, released in beta, and agentic experiences for the video safety platform.
- Defined system-level UX for self-serve program features across 3 countries, built for requests from high-value customers: usage grew 10x in one quarter across Enterprise and small accounts, settings updates became immediate instead of taking 1.5–1.8 days on average, and manual requests to Lytx to adjust these features fell 32–52% year over year, against 14% for all feature requests.
- Designed an end-to-end self-serve ordering workflow where customers order hardware and schedule installations, with a holistic design that can extend to subscription-based upgrades.
- Designed the end-to-end Driver ID journey in 3 months, from QR badge creation and bulk distribution to in-cab scanning, after running customer discovery; when post-launch analytics showed lower QR use than expected, traced it through customer interviews to glare and contrast on phone screens inside vehicles.
- 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

- 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.
- Promoted from Staff to Senior Staff after moving from product management to UX leadership; 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

- Designed 0-to-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 Tagg pet-tracker mobile initiative, shipping iOS and Android apps on a fixed launch date by running sprints, QA, and App Store submission across firmware and app teams; Whistle later acquired the Tagg business.
- Promoted to Senior Product Manager; owned requirements for mobile TV, pet-tracking, and fitness wearable products and managed third-party design teams through full product cycles, including the first design iteration of the WAN-connected fitness wearable.

NOKIA, San Diego, CA
User Interface Designer II 2003 – 2007

- Designed and specified new phone software features, earning promotion and a company-wide award for innovative design; the only North American member of Nokia's global design-management team.

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)