

DANIEL RIVAS

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

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USER EXPERIENCE (UX) & PRODUCT DESIGN

Design leader with 20+ years of experience in user-centered research and design, recognized for strategic thinking, robust prototyping, and cross-disciplinary presentation. Holistic designer who excels at creating user stories, defining clear product requirements, and designing complex systems into easily digestible experiences. Tested professional skilled at building products from concept to production (0 to 1) while managing and mentoring others.

SKILLS

- User Research
- Storytelling
- User Journeys
- Task Analysis
- Workshop Facilitation
- Information Architecture
- User-Centered Design
- System Design
- Usability Testing
- Prototyping
- Design Specification
- Product Management

TECHNICAL

- Figma
- Sketch
- Axure RP
- InVision
- Photoshop
- InDesign
- OmniGraffle
- Miro

EXPERIENCE

LYTX, San Diego, CA

2019 – Present

Senior User Experience Designer (2019 – Present)

Design user experience for video safety product, research product usage, and experiment with AI & interactive models.

- 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.
- Developed end-to-end experience for driver ID features, allowing customers to improve safety program efficacy.

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 User Interface (UI) design for customer support website, enabling high-volume user on-boarding.
- Re-designed AI deep learning software UI, allowing company to showcase technology at world conferences.
- Completed final UX design of the world's first WAN-connected fitness device, leading to product transition to Timex.
- Invented textual input method for wrist-worn devices, resulting in patent filing and increase to company 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.
- Specified 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