

David Rivera Vega

Senior Product Designer

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About me

I'm a designer based in Vancouver, Canada with ten years of experience working in design & marketing strategies. I've approached my career to offer beautiful, crafted, and meaningful interaction experiences across multiple digital platforms.

Work Experience

Senior Designer • Microsoft

2021 - Present

As part of the Microsoft Whiteboard and Modern Collaboration Studio, I'm designing the future of ideation and collaboration tools that motivate people to participate and work together effectively in a digital canvas. My responsibilities include:

- Design and prototype inspiring interaction design concepts while working with multiple stakeholders to identify the Jobs to Be Done, and key user's scenarios.
- Produce information architecture, task-flow diagrams, storyboards, wireframes and participate in the design, observation, and analysis of user research.
- Drive design experience strategies and collaborate with team members across multiple disciplines to plan product roadmaps.

Senior Product Designer • PNI Digital Media

2016 - 2021

Starting as a UX Designer, I've been responsible for the design and development of engaging experiences and inclusive designs for the Staples e-commerce platforms to offer a seamless online experience. My tasks included:

- Creating the flows, components and interaction specifications for the product assortment expansions that increased sales by 27% on online purchases.
- Leading the user experience for the 2020 revamp of the Staples Design & Print builders that will allow customers to create & print their own products across multiple platforms.
- Collaborating with remote multi-disciplinary teams to successfully translate business objectives and goals into innovative solutions through a Scaled Agile Framework.

UX Designer • TEED Technologies

2015 - 2016

As the lead User Experience Designer, the challenge was to create an interactive book for public schools. This platform offers a unique interface to grade students and handle different topics published by teachers. My tasks included:

- Running moderated and un-moderated user testing sessions.
- Propose creative solutions to complex user experience journeys by mapping end-to-end experiences.
- Creating Lo-Fi & Hi-Fi prototypes for different stakeholders and engineers.



Software Skills

- Figma
- Sketch
- Axure RP
- Prototipie
- Adobe CC Suite
- InVision
- M365 & GSuites
- HTML & CSS

Expertise

- Interaction Design
- Visual Design
- Inclusive Design
- User Research
- Problem Solving
- Design Strategies
- Design Systems
- User-centered Design

Education

Associate's Degree Interactive Digital Design 2016

Vancouver Film School | Canada

- Best User Experience Design Award by developing the interaction specifications and prototypes for a medical conversational ecosystem.

Bachelor's Degree, B.A. Marketing 2007 - 2011

University of Mexico's Monterrey Institute of Technology and Higher Education

Languages

English (Fluent) • Spanish (Native)

Hobbies



Videogames



Photography



Technology

RIVE

PRODUCT DESIGN