

Alex Delgado

Lead Product Designer

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San Francisco, CA

Skills

Adobe XD • After Effects • Framer •
Glyph • Illustrator • InDesign •
InVision • Photoshop • Sketch •
Figma

Generative AI • LLMs • Claude •
Cursor • HTML • CSS • React
User Research • A/B Testing •
Market Research • Journey
Mapping • Usability Testing • Info
Architecture • Wireframing •
Design Systems • Interface Design
• Animation • Prototyping • Affinity
Diagrams • Personas • SaaS • B2B
Storytelling • Visual Design •
Machine Learning

Education

BFA Integrative Media, 2014

Wilkes University
Pennsylvania

Work Experience

TikTok, Bay Area, CA **Lead Product Designer**

May 2025 - Present

- Led design for self-service promotion flows, driving \$12M in incremental revenue from a \$60.83M H1 baseline and sustaining +64% QoQ growth.
- Designed and scaled vertical solutions that collectively supported \$110M in revenue and contributed to +57% YoY growth.
- Designed and launched multi-show ad format functionality, achieving 60%+ positive user adoption.
- Co-created automated catalog solution for open loop ecommerce and led design for automotive catalog, projected to increase long-term catalog penetration by 9%.
- Led design strategy for Travel & Entertainment and Lead Ads catalog expansion, driving projected increases of +1% in catalog ad penetration and +3-5% in catalog revenue penetration across verticals.
- Co-defined a dogfooding and research framework with a fellow lead designer that directly correlated product initiatives to ongoing user issues and research, enabling more grounded and evidence-based prioritization across the team.
- Facilitate the team's weekly design critique, setting the standard for design quality and feedback culture across the org.
- Mentor junior and mid-level designers and conduct weekly design and content design interviews as part of the hiring pipeline.
- Onboard incoming designers, helping new team members ramp into tools, processes, and team ways of working.

Amazon, New York, NY **UX Designer II**

Nov 2021 – May 2025

- Led design for the first LLM-based assistant on Amazon Ads, reducing the barrier to entry for AI-powered experiences across the Ads console and improving customer experience at scale.
- Major contributor to the largest redesign of Amazon Ads console to date, achieving an 87%+ designer satisfaction score and 225,000 Figma component inserts per month.
- Launched a conversational generative AI design system that increased speed and efficiency across designer and partner teams.
- Advocated for a long-term self-serve vision that led to the launch of a new help center, proactive in-UI help, and internal associate tooling.
- Prevented over 20,000 agent contacts annually, reduced FCR by 10.4% and AHT by 10.1%, with an average resolution rate of 95%.
- Participated in design hiring interviews, contributing to team growth and candidate evaluation.
- Served as onboarding buddy for 2 incoming designers, supporting their ramp into team processes and ways of working.

Morgan Stanley (Wealth Management), New York, NY **UX Designer**

Aug 2020 – Nov2021

- Led the launch of an all new call center software, resulting in a 17% increase in productivity.

- Delivered a prompt and intent-based virtual assistant for Financial Advisors and CSAs, speeding time to resolution by 6%.
- Design Financial tooling for Financial Advisors and CSAs working on retirement management.

UM Worldwide, New York, NY
Art Director

Apr 2019 - Aug 2020

- Produced advertising content for clients such as Neutrogena, Zyrtec, Fortnite x Travis Scott, and others.
- Led UX initiatives for internal web applications, including an IAB ad generator.

Saatchi & Saatchi, New York, NY
Art Director

Sept 2015 - Apr 2019

- Created product content across diverse media channels, including print, digital, broadcast, and paid social platforms, for our client Toyota.
- Delivered high-impact visual and written materials that engaged target audiences and supported Toyota's brand objectives.

Freelance, New York, NY
Product Designer

May 2014 - Nov 2021

- Led the design of an influencer sourcing platform called Nexstar.
- Led the design of the mobile app and design system at Cosign, an influencer fashion monetization platform.
- Led the design and research for an internal app for ABA clinicians at Teamwork.