

# Alejandro Rega

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## Product & Brand Designer, Design Systems, Conversion Campaigns & AI-Native Workflows

Generalist product and brand designer with 5+ years moving between product strategy and hands-on execution, from building a design system and shipping production interfaces to designing direct-response campaigns for measurable conversion. Builds design standards from zero for founders and small teams with no existing system in place. Works daily in AI-assisted workflows, including Figma Make, Claude, and ChatGPT, as a core part of research, prototyping, and production. Comfortable with ambiguity and high agency, and has moved from being the sole designer on a team to managing and mentoring one.

## EXPERIENCE

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### Product Designer

Mar 2023 – Mar 2026

*Workeasy Software*

- Was the sole designer for the first year, then managed a design team for the following two years.
- Owned the end-to-end redesign of the mobile app, mapping user journeys and shipping production-ready interfaces.
- Redesigned the core Reporting experience, driving 44% adoption of the new experience and growing platform NPS from 26 to 49.
- Built and scaled a reusable design system in Figma, keeping visual and interaction consistency across a growing set of product surfaces.
- Used AI-assisted workflows daily, partnering closely with PMs and engineers to ship at speed.

### Freelance Product & Brand Designer

Jul 2020 – Present

*Self-employed*

- Amaro Barrios Law: owned a zero-to-one bilingual (EN/ES) website end to end, from concept through launch, most impactful project to date, credited by the firm with bringing in many new clients and reconnecting some families with lost contacts in Cuba and Mexico.
- Office Edge: defined a design standard from scratch for the founder, creative for two new business launches.
- Dolce & Gabbana: created brand and campaign creative for the Light Blue fragrance global launch, collaborating with designers and art directors in France.

### Visual Designer

Jan 2021 – Dec 2022

*American Furniture Warehouse — Denver, CO*

- Designed direct-response eCommerce landing pages built specifically for conversion, iterating on layout and messaging based on performance.
- Created brand and marketing assets across print and digital, applying consistent use of logo, typography, and color across every touchpoint.
- Partnered directly with the CMO and Sales Director to translate strategy into campaign visuals tied to business goals.
- Won 4 of 6 internal design competitions, recognized for craft and creative execution.

## EDUCATION

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**UX/UI Design Bootcamp, Ironhack Miami**

Oct – Dec 2022

**UX/UI Certification, Nielsen Norman Group**

Jan 2022

**A.A.S. Graphic & Web Design, Community College of Aurora**

Jun 2019 – May 2021

**B.S. Marketing, University of Denver**

Fall 2014 – Spring 2018

## SKILLS

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**Design:** UX Design, Visual Design, Graphic Design, Design Systems, Information Architecture, Journey Mapping, Wireframes, Rapid Prototyping

**Growth & Brand:** Direct-Response Design, Landing Pages, Campaign Creative, Conversion Optimization, Brand Identity, Typography

**Tools:** Figma, Figma Make, Adobe Creative Suite, Sketch, HTML/CSS, Miro, Claude, ChatGPT, Galileo, Anima, Notion