

Alexander Escalera

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EXPERIENCE

Product Designer

Jan. 2025 – Present

Mochi Health

San Francisco, CA

- Leading end-to-end interaction design of a pharmacy software used by 70+ pharmacies, covering inventory assignment, prescription verification, and order fulfillment workflows to handle 100,000+ monthly orders.
- Improved NPS from 12 to 47 in 3 months by conducting user interviews and contextual inquiries to find and address pain points.
- Partnered closely with engineers, pharmacists, and clinical stakeholders to ensure designs met feasibility, safety, and regulatory compliance requirements.
- Documented sprint plans and design specifications to coordinate research, design, and engineering in an agile environment.
- Utilized AI tools like Lovable to create prototypes and Claude Code to assist in front-end feature implementation.

Product Designer

Jan. 2023 – Aug. 2024

General Motors

Warren, MI

- Designed enterprise data visualization and cloud provisioning tools, applying a user-centered design process across the full product development lifecycle.
- Planned and moderated 7 cycles of user interviews and usability tests to identify pain points and validate designs.
- Redesigned a data analysis tool by iterating through user feedback and usability testing, resulting in a 10% increase in post-launch usage.
- Collaborated with engineers, data scientists, and PMs to balance user, business, and technical tradeoffs to deliver feasible and high-quality designs.
- Ensured accessible and inclusive designs by adhering to WCAG standards through proper contrast, labeled icons, and assistive technology considerations.
- Developed a new design system as the team began creating cloud tools, contributing to a cohesive and efficient design process.

Data Analytics Intern

May 2022 – Aug. 2022

Principal Financial Group

Remote

- Developed best practices for A/B testing across web and email channels to optimize user engagement.
- Designed and executed 4 A/B tests using Google Optimize and Analytics, identifying interaction opportunities that led to a 40% increase in engagement among potential insurance customers.

UX Design Intern

Feb. 2022 – May 2022

W. W. Norton & Company

Remote

- Collaborated with engineers, PMs, and designers to design and prototype features for a digital e-book reader, contributing to a cohesive product design system.
- Conducted a competitive analysis of 6 education tools to inform design direction and industry standards.
- Partnered with an accessibility specialist to ensure designs were compatible with screen readers and magnifiers.
- Wrote and analyzed a recruiting survey that received over 5000 responses to determine usability testing tasks.
- Created a usability testing script to test and validate all e-book features.

Research Assistant

Jan. 2021 – Apr. 2021

University of Washington Design Engineering

Remote

- Recruited 13 users and conducted 6 one-hour interviews with Spanish Wikipedia editors to understand contributor workflows and pain points.
- Performed heuristic evaluations of the Wikipedia editing process to identify areas for usability improvement.
- Designed and tested prototypes using Wikipedia's design system, iterating based on usability test findings.

EDUCATION

University of Washington

Seattle, WA

Bachelor of Science in Informatics (Human-Computer Interaction and Data Science Tracks)

Sep. 2017 – June 2021

SKILLS

Design Skills: UI/UX Design, Information Architecture, Wireframing, Prototyping, User Journeys, Personas, WCAG

Technical Skills: Figma, Framer, Claude Code, Google Analytics, Google Optimize, HTML, CSS, Jira, Lovable

Research Skills: User Interviews, Usability Testing, Survey Research, A/B Testing, Heuristic and Competitor Analysis