

EXPERIENCE

GOOGLE | 2020 - Present

Android Phone | Lead experience designer

- Unblocked engineering to land design updates for the release of Pixel Fold at Google I/O, improving the user experience for larger screens and created buzz in industry press.
- Driving new opportunities for flip phone cover screens, pitching to VPs at Oppo and Motorola gaining their trust and partnership, and successfully releasing optimized and accessible user experiences and helped Oppo successfully the Find N3 Flip in Fall, 2023.
- Identifying high impact smart features focusing on productivity, leading to increased market differentiation for Pixel and Android devices and new market penetration in Japan/Asia.
- Domain expert for 1p and 3p hardware user experiences, developing and maintaining interaction patterns and guiding updates across the design team.
- Create, influence and align product strategy alongside cross functional leads and partner team stakeholders, contributing to Dialer's five year vision and upleveling design presence during those conversations.

Area 120 | Lead experience designer

- Owned overall design strategy and created alignment with the entire product team through workshops, prioritization exercises, and re-evaluation of product impact.
- Created a comprehensive user research plan and studies that unlocked differentiated features, positioning the product for success with users while created a mechanism to gather regular feedback from trusted testers.
- Made the app market ready through a comprehensive redesign of core architecture, holistic evaluation, and innovative pattern design for video editing with AI.
- Managed volunteer designers and delegated tasks that aligned with their career goals, while also helping the team's engineers to remain unblocked.

Google Chat & Gmail | Senior experience designer

- Designed and drove development of a new quoted reply feature that solved a major user pain point, unblocked customer requisition, and became the most popular reply mechanism used by 9% of Chat users, despite the loss of key stakeholders, major challenges to the engineering team.
- Developed two new features for Gmail (templates and multisend) aimed at over 400 million small business/solopreneur customers, resulting in increased signups and contributing to Workspace's success with the small business SKU.
- Becoming a strategic partner to the Workspace security teams by creating enhanced spam filtering, blocking, invitations, and other secure messaging improvements, which led to a rise in block/reports to 30,000 per day, providing significant training data.

EXPERIENCE (CONT.)

ZUME | 2018 - 2020

Senior product designer

- Identifying an unsolved problem, owned development of a tool that helped Zume's market planning team significantly improve their efficiency, transforming a two week process into hours and allowing them to take advantage of ad hoc marketing opportunities.
- Partnered with data science to create a simulation tool that helped the sales team simulate Zume's technology to potential clients, landing interest in the products from potential clients and gathered substantial input for the DS team.
- Owned the redesign and visual rebranding of internal tools & website to match the updated branding, helping to turn engineering MVPs into friendly tools that users enjoyed using.
- Fostered a design culture and alignment through process updates, workshops with engineers and product managers, advocacy to CEO and executives, and presentations to the company about design process and advantages.

ZYNGA | 2016 - 2018

Senior user experience designer

- Identified a high value growth opportunity partnering with two competing messaging apps to define new and unique turn based game interactions, gaining millions of new players and activating an entirely new demographic.
- Championed for user safety, creating features that elevated protection tools and closed major loopholes that targeted users, reducing support tickets by over 80% and gaining significant positive feedback and praise in app store reviews.

See more at www.linkedin.com/in/sayhitoalex

EDUCATION

ART CENTER COLLEGE OF DESIGN

Master's of Arts, 2011

ART CENTER COLLEGE OF DESIGN

Bachelor's of Arts, Film

RECOGNITION

"A11Y Champ" accessibility advocate and representative for the product team.

Earned the Green Beret award at Zynga for contributions to Words With Friends Instant.

Numerous spot & peer bonuses from teammates and leadership.