David Rivera
Product Designer

Product Designer skilled at crafting engaging digital solutions that harmonize user needs with business goals, with an emphasis on usability, accessibility, and functionality. Possessing more than 5 years of expertise, I specialize in conceptualizing and refining digital products to deliver intuitive and delightful experiences across various platforms.

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Knowledge

DESIGN
App Design (iOS & Android), Web Design, Wireframing, User Journey Mapping, User Flows, User Personas

USER EXPERIENCE
User Journey Mapping, User Flows, User Personas, A/B Testing

USER TESTING
Useberry

DESIGN TOOLS
Figma, Adobe Xd, Sketch

VIDEO EDITING AND MOTION GRAPHICS
Adobe After Effects, Premiere Pro

DEVELOPMENT
HTML, CSS, JavaScript, SASS, Git

LANGUAGES
Spanish, English

Education

Bachelor in Graphic Design at Universidad APEC
Class of 2019

Experience

Scotiabank

Senior Product Designer
Oct 2021 - Present | Santo Domingo, Dominican Republic.

- Influencing design decisions for digital experiences impacting millions of users daily across CCA countries.
- Producing compelling designs iteratively, providing detailed specifications for software developers.
- Applying technical expertise in front-end technologies, considering limitations and constraints while pushing boundaries.
- Synthesizing research findings into actionable product experiences.
- Driving customer testing and integrated research insights into the design process.
- Advocating for accessible design principles and implementation.
- Maintaining and updating the internal component library and contributing back to the global enterprise design system.

UX Designer
Feb 2021 - Oct 2021 | Santo Domingo, Dominican Republic.

- Designed a cross-platform section where users can acquire new products through targeted offer campaigns.
- Led the initiative to redesign the savings, credit cards, investing and borrowing account details section to fit our current users needs.
- Collaborated with designers, engineers and product managers to launch dark theme for the Scotia Caribbean app.

Codika

Senior Designer
Oct 2019 - Feb 2021 | Santo Domingo, Dominican Republic.

• Led the design team implementing the best design practices and methodologies in the industry, such as UX Process, Design Thinking and Atomic Design, while ensuring the delivery of high quality work with a user-centered focus.
• Worked with clients, stakeholders and project managers to gather business requirements and user needs to set the right expectations and goals for projects.
• Conducted user testing to solve user pain points across experiences.

Caribe Media

Graphic Web Designer
Aug 2018 - Sep 2019 | Santo Domingo, Dominican Republic.

• Worked with the social media team developing the visual content for all of the company's accounts.
• Created animations for internal communications.
• Designed and developed successful lead-generation landing pages with the objective to attract new leads in Dominican Republic and Puerto Rico to our digital products.
• Collaborated with the IT department to design and develop a dashboard in which clients can see how their ads were performing in our digital products.

Cameri Solutions

UI & Web Designer | Front-end Web Developer
Jul 2017 - Mar 2018 | Santo Domingo, Dominican Republic.

• Collaborated with developers and designers bringing our clients ideas to life.
• Created the visual concepts for web pages, seasonal themes, and social media campaigns for our clients.
• Adapted mobile apps designs to work with tablets.
• Designed and developed web pages.

Junior Designer
Jul 2014 - May 2015 | Santo Domingo, Dominican Republic.

As a junior designer I was tasked with designing web pages, then develop them to work with Joomla CMS.

Updated March 2024