

Lily Alvarez

Product Designer | Systems & Strategic Experience

San Francisco, CA 94116 | 415.627.8900 | lily.alvarez@gmail.com
linkedin.com/in/lilyalvarez | lilyalvarezdesign.com

Product Designer with 10+ years of experience driving end-to-end product vision, enterprise-grade design systems, and high-consideration consumer journeys. Proven track record leading design strategy across complex digital ecosystems—from streamlining secure enterprise platforms to doubling consumer funnel performance. Skilled at collaborating with executive stakeholders, establishing design standards, and mentoring teams to deliver scalable, high-craft product experiences.

Work experience

10/2025 – Present | Snowflake

Senior Product Designer (Contract) — San Francisco, CA

- Drove end-to-end design strategy for enterprise governance within the Snowflake Trust Center, implementing a code-first design approach that accelerated shipping velocity.
- Architected 0–1 security interface, including a multi-party approval system for high-risk actions and a Strong Authentication Hub shipped in 3 months to prepare 100% of global customers for mandatory Multi-factor authentication compliance.
- Elevated organizational design standards by establishing reusable component patterns and design system governance models to streamline high-complexity workflows across technical business units.

06/2025 to 10/2025 | Domino Data Lab

Senior Product/Visual Designer (Contract) — San Francisco, CA

- Spearheaded the end-to-end redesign of Domino's core product pages, utilizing narrative visual storytelling to translate complex product value propositions.
- Built and scaled modular Figma libraries and governance frameworks, empowering non-designers while reducing time-to-launch for multi-channel growth campaigns.
- Collaborated closely with cross-functional leadership across Product, Marketing, and Engineering to establish a scalable content and component architecture.

2020 to 06/2025 | Bank of Montreal (BMO)

Principal Product Designer — San Francisco, CA

- Led D2C product design across high-consideration banking funnels, redesigning digital account opening and onboarding journeys to boost in-app funding rates from 20% to 41% and credential completion from 56% to 91%.
- Served as a Player/Coach across multiple cross-functional pods (Sales, Credit, xSell); mentored designers through critiques and strategy workshops while directly executing high-fidelity UX/UI and interactive prototypes.
- Executed data-driven experimentation and A/B testing alongside analytics and research teams, introducing personalized targeted offers that drove a 5x increase in page visits and a 68% uplift in offer click-through rates.

2014 – 2020 | Clarizen (now Planview)

Product Designer — San Mateo, CA

- Designed and launched Clarizen Go, a lightweight project management platform, improving onboarding and enterprise ecosystem buy-in by 23% in the first month.
- Revamped Clarizen's marketing site to strengthen customer acquisition, driving a 73% increase in live demo registrations and a 150% boost in free trial submissions.
- Built customizable widgets, modular dashboards, and agile task boards, simplifying complex enterprise workflows and increasing agile adoption across key accounts.

2012 – 2014 Badgeville (now CallidusCloud CX)

Product/Visual Designer — Redwood City, CA

- Designed gamification mechanics (leaderboards, badges, behavior-driven incentives) for enterprise clients, increasing user engagement (+28%) and retention (+15%).
- Spearheaded the creation of the Badgeville Customer Community platform, driving a 40% uptick in peer-driven participation and a 25% increase in product adoption.

Skills & competencies

- **Core leadership & strategy**
Player/coach design leadership • High-consideration consumer flows (D2C) •
Design systems & governance • Executive stakeholder alignment (Eng, PM, Marketing) •
Cross-functional process optimization
- **Design craft & execution**
Product strategy & launch • End-to-end UX/UI & prototyping • Complex workflow simplification •
Micro-interactions & visual craft • Inclusive design & accessibility (WCAG) •
Code-first & modular design architecture
- **Data & validation**
Experimentation (A/B Testing) • Quantitative & qualitative validation •
Behavioral data & analytics • Rapid prototyping & usability testing
- **AI & next-gen workflows**
AI-enhanced design tools (Cursor, Figma, Figma Make, generative prototyping) •
Prompt-driven exploration & workflow automation

Education

- UC Berkeley - BS, Economics and Sociology, Berkeley, CA
- UC Berkeley Extension - Certificate in User Interface (UI) and Human-computer interaction (HCI) Design