

Jordan A. Rivera

Senior Product Designer

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Product designer with 8+ years shaping intuitive, accessible interfaces for consumer and B2B platforms. I turn ambiguous problems into shipped products through research, systems thinking, and tight engineering collaboration.

Experience

Northwind Labs

San Francisco, CA

Senior Product Designer

2021 – Present

- › Led the redesign of the core analytics dashboard, lifting weekly active use by 34%.
- › Built and maintained a 60-component design system adopted by 5 product teams.
- › Mentored 3 junior designers and ran the team's weekly critique practice.

Brightwave

Remote

Product Designer

2018 – 2021

- › Shipped the onboarding flow that raised activation from 41% to 68%.
- › Partnered with research to run 40+ usability sessions across two product lines.

Education

University of California, Berkeley

Berkeley, CA

B.A. in Cognitive Science

2014 – 2018

Skills

Design Figma, prototyping, design systems, interaction design, accessibility (WCAG)

Research Usability testing, interviews, surveys, journey mapping

Technical HTML/CSS, React basics, Git, Framer, design tokens