

Chris Alvarez

Product & Design Leader

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Sovos – Sr. Product Manager (prev. UX Architect)

Boulder, CO (03/2020 – Present)

After two years at Sovos as a UX architect, I transitioned to product management. In this role, I led a complete modernization of two eCommerce / SMB products within a \$20MM product family and spearheaded the transformation of an \$80M line of business focused on regulatory reporting, integrating AI tools and automating large-scale tax categorization processes for billions of transactions.

- Led the redesign of a hybrid, self-service onboarding experience for enterprise customers, enhancing user satisfaction and engagement.
- Modernized legacy products (some acquired with different tech stacks and design systems) through strategic prioritization, process improvements, and the development of a cohesive design vision, aligning stakeholders across diverse product portfolios.
- Mentored junior designers, provided hands-on support to development teams, and established best practices in user experience and product strategy, helping set the stage for company-wide adoption of similar success-driven approaches.

This role combined my deep UX expertise with strategic product management to deliver high-impact, scalable solutions that resulted in increased efficiency, enhanced customer experiences, and measurable growth within the business.

Derive Systems - Head of UX

Broomfield, CO (07/2017 – 03/2020)

As Head of UX, I focused on driving meaningful product improvements to all products while scaling the design team and its impact within the company.

- Developing a full, interactive prototype, demoing a new customer experience at CES (2018)
- Fully redesigning a legacy Windows application, to include advanced data visualization and hardware connectivity.
- Developing and facilitating internal training and workshops
- Recruiting and hiring top-tier design talent
- Gaining deep understanding of systems supporting products and customers
- Collaborating across teams (marketing, engineering, sales, customer support, ops)
- Establishing processes to deliver the right solutions effectively

Pivotal (formerly Slice of Lime) - Lead UX Designer

Boulder, CO (09/2012 – 07/2017)

As lead UX designer, I ensured high-quality outcomes for our customers and teams by:

- Collaborating with a variety of clients, from small startups to large enterprises
- Pairing directly with developers to implement product features and create agile stories
- Leading client workshops to define business strategy and refine product vision
- Conducting generative + qualitative research to inform product iterations and design direction
- Facilitating modified design sprints to ensure clients have shared ownership in outcomes.
- Guiding project teams to success as a project “anchor” or lead

Consert - Lead UX Developer

San Antonio, TX (09/2011 – 09/2012)

As the first designer at this small startup, I was focused on interaction design, and inter development of a customer-facing electricity consumption dashboard and mobile app.

Rationale Digital - Co-Founder / UX Designer + Developer

San Antonio, TX (03/2010 – 09/2011)

My first venture, I was focused on interactive design and development of interactive multimedia campaigns, including a crowdsourced photo-sharing app powered by Facebook which appeared on digital billboards across the city of San Antonio.

The Atkins Group - Interactive Developer

San Antonio, TX (09/2008 – 03/2010)

USAA - Multimedia Developer / Instructional Designer

San Antonio, TX (06/2006 – 09/2008)

About me:

I build amazing products and winning companies through design leadership, research, and education.

My passion for great design is a result of my desire for continuous improvement. I enjoy complex challenges, whether that's leading a high-stakes design project for a medical device company, making sense of large-scale backend systems or helping a team evolve to be stronger and more effective.

I'm comfortable asking hard questions, and back up assumptions with primary and secondary research. I enjoy the human element in what I do, and am not afraid to challenge the status-quo in order to empower others to achieve their goals. I believe that mentorship and education – in my community and my own team – is not only a great way to give back, but is one of the most efficient ways to grow as a practitioner.

I value balance and time with my family, with many moments spent outdoors, finding inspiration here in sunny Colorado.