

# Chris Alvarez

## Strategic Product & Design Leader | Remote-First (US-timezone friendly)

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### Sovos Compliance - Lead Product Manager – eCommerce

Boulder, CO - 03/2020 – 07/2025 (first two years as UX Architect)

In my role as product director, I led the modernization of two SMB eCommerce products and enabled digital transformation within a \$20M portfolio. Prior to my product role, I was a UX architect who drove the transformation of an \$80M regulatory reporting line of business which included designing for AI tools to automate large-scale tax categorization for billions of annual transactions.

- Spearheaded the complete redesign of an eCommerce tax filing product, increasing NPS by 20%+, increasing revenue by 20%+ and working closely with marketing to optimize marketing site and material to increase conversions.
- Led complex redesign and billing migration for an eCommerce tax ID verification service, growing revenue by 15%, and bringing visibility to financial insights to finance leaders.
- Revitalized legacy products—spanning multiple tech stacks and design systems—by driving strategic prioritization, streamlining processes, and unifying design vision across teams and portfolios.
- Mentored junior designers, embedded with dev teams, and championed UX best practices, laying the groundwork for company-wide adoption of a scalable, outcome-driven design approach.

### Derive Systems - Head of UX

Broomfield, CO - 07/2017 – 03/2020

As Head of UX, I led product innovation for an \$80MM product business and scaled the design team's impact across the company.

- Delivered a full, interactive mobile prototype showcasing a next-gen customer experience at CES 2018, generating over 100 leads and video publicity.
- Overhauled a legacy Windows application, integrating advanced data visualization and hardware connectivity to elevate user experience.
- Developed and facilitated design education workshops to empower internal teams and up-skill staff.
- Recruited and hired top-tier design talent to elevate team capabilities.
- Fostered cross-functional collaboration with marketing, engineering, sales, support, and ops to ensure alignment and success.
- Established streamlined design processes to consistently deliver optimal solutions.

### Pivotal (formerly Slice of Lime) - Lead UX Designer

Boulder, CO - 09/2012 – 07/2017 (4 years, 10 months)

As Lead UX Designer, I drove high-quality outcomes by aligning customer needs with strategic product vision:

- Collaborated with a diverse range of clients, from startups to large enterprises, to define and refine user-centric solutions.
- Partnered with client developers to implement features and create actionable agile stories.
- Led client workshops to shape business strategy and crystallize product vision.
- Conducted generative + qual research to guide design and strategic product decisions.
- Facilitated custom design sprints, collaborating directly with C-suite stakeholders.
- Acted as primary client liaison and cross-functional team lead, enabling delivery of successful outcomes from both internal and client teams.

*Additional work history available upon request*

### Professional Summary

Seasoned product and design leader with over a decade of experience transforming highly complex enterprise systems into intuitive, high-value products.

Proven track record of leading strategy for multi-million dollar product lines, scaling design functions from the ground up, and bridging user needs with business-critical outcomes to drive revenue and user adoption.

### Hard Skills - Design

- User Experience (UX) design
- User research (qual & quant)
- High fidelity prototyping
- Information architecture
- AI-enhanced workflows
- Workshop facilitation
- Journey mapping
- Usability testing
- Service design
- Illustration

### Hard Skills - Product / Strategy

- Agile / SCRUM methodologies
- Stakeholder management
- Product Roadmapping
- Competitive research
- RICE prioritization
- Data analysis