

Alex B. Johnson

Product Designer | Technical Platforms

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SUMMARY

Product designer with 10+ years shipping products that perform in technically complex domains. Specializes in interfaces for high-stakes operational workflows: model evaluation, deployment monitoring, and diagnostics that make complex system behavior readable and actionable for non-expert operators. Delivered end-to-end product design as an individual contributor, from problem definition through shipped code, partnering closely with engineering to drive measurable outcomes. Three and a half years as the sole designer at a 30-person startup.

EXPERIENCE

Independent

Mar 2025 to Present

Designed Climbr, a climbing coach concept app with an interactive prototype and full case study, to stay sharp on product thinking, rapid prototyping, and interaction design for systems that guide users through complex decisions.

Matroid

Sept 2021 to Mar 2025

Product Designer

Palo Alto, CA

No-code computer vision platform for enterprise visual automation. Sole designer on a 30-person team.

- Redesigned model evaluation and diagnostics into a unified decision workflow covering lineage, deep dive, and compare views, giving operators clear visibility into model behavior and cutting time to deployment-ready quality from roughly 3 months to 1 month.
- Designed a model performance dashboard with a confusion matrix and an example inspection that reduced diagnosis time from 8 minutes to 2:30, making failure patterns legible without requiring ML expertise.
- Made regressions and failure patterns visible during evaluation cycles, driving roughly 20% fewer unnecessary model retrains.
- Designed a multi-stream bulk deployment flow covering guided setup, review, and real-time rollout monitoring, delivering roughly 70% faster time-to-deploy and 30% fewer post-deployment warning events.
- Reduced model setup errors from 23% to 0% and cut time-on-task by 50%+ through system guardrails and clearer feedback, enabling non-ML operators to configure and ship models confidently.
- Embedded with ML, Engineering, and Solutions/CS throughout: defined success metrics, validated prototypes against real deploy workflows, and iterated to reduce rollout risk before each launch.

Bold

Jun 2014 to Aug 2021

UX Designer (Intern to Senior)

San Francisco, CA

Consumer and B2B hiring platforms serving millions of monthly active users across resume building, career development, and recruiter tooling.

International Portals | 2018 to 2021

- Designed and localized product features across three international resume-building platforms, driving region-specific product-market fit in new markets.
- Partnered with research to validate and launch region-specific features; mentored junior designers in prototyping and usability testing workflows.

Consumer Products (Resume Now / My Perfect Resume) | 2016 to 2018

- Redesigned the core resume-building flow on Resume Now, lifting paid subscription conversion by 3% across millions of monthly active users.

- Redesigned smart phrase suggestions, driving a 20% increase in feature engagement and reducing time-on-task for resume content creation.
- Designed onboarding for My Perfect Resume, boosting activation conversion by 7%.
- Built an unmoderated usability testing infrastructure to close feedback loops and prioritize UX improvements with evidence rather than opinion.

B2B | MightyRecruiter | 2014 to 2016

- Shipped four workflow features that reduced manual recruiter effort and contributed to measurable improvement in subscription renewals, validated through usability testing and product analytics.
- Led structured problem-framing sessions and kept product and engineering aligned in a fast-moving startup environment.

CORE SKILLS

Design and Craft: Interaction design, visual design, systems design, data visualization, prototype-driven process, production-ready specs

Research and Strategy: User research, usability testing (moderated + unmoderated), journey mapping, A/B testing, product analytics, feature scoping, MVP definition, research-driven iteration

Tools: Figma, Figma Make, Lovable, Axure RP, Adobe Creative Cloud, Claude, Mixpanel, Google Analytics, FullStory, UserTesting.com, Notion, Jira

Collaboration and Process: Embedded work with engineering, PM, ML, and CS; structured ideation and problem-framing sessions; building alignment across product and leadership; mentorship, design systems, workflow optimization

EDUCATION

Academy of Art University

BFA, Web Design + New Media | San Francisco, CA | 2011 to 2015