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Overview

Creative Direction / Product Design / Design Ops

Senior Manager of Product Design with 12 years of experience in building and leading teams behind beloved products used by millions of consumers in the hospitality and entertainment industries.

I believe in fostering environments where product, UX, visual, interactive and motion designers can coexist with engineers to truly innovate and transform digital experiences into products people are delighted to use.

Throughout my career I have learned that a product is most successful when it listens and reacts to its users. My desire is to continue building teams who strategically elevate and innovate those experiences through thoughtful, yet emotional designs that connect, engage and deliver optimal results.

Experience

Sr. Manager, Product Design at Royal Caribbean

Miami, FL — June 2018 - Present

My role at Royal Caribbean consists in overseeing several key areas including scaling our design team, workflow and operation strategy, designing for platform adoption, team culture, and community outreach.

- Managed the transition from using external design agencies to an internal studio model consisting of over 35 design, interaction, visual and motion designers resulting in yearly cost savings in excess of \$10M across the digital program.
- Built a Design Systems team of product designers, UX writers and front-end developers to create our universal visual language which acts as the connective tissue between design, product and engineering. This minimized delivery friction through an automated workflow, ensured cross-platform quality and reduced QA cycles.
- Directed designers responsible for Go to Market initiatives which include digital and physical materials that promote our product offerings throughout our fleet and terminals. This resulted in doubling our guest adoption rate over the course of 2 years from 2.5M to 5M users worldwide.
- Negotiated and executed vendor deals with Monotype, which enabled the translation and global adoption of our digital platforms in China and Spanish-speaking countries through a tailor-made licensing deal, and InVision, which streamlined our internal design and delivery workflows.
- Secured relationships with local and national organizations to provide a platform of growth for our team members through events while also attracting talent and positioning our team as thought leaders in the community.

Co-founder and CPO at RefineAI

Miami, FL • Berlin, DE — September 2016 - September 2018

Lead the product and creative vision of our SASS product which leveraged AI neural networks, computer vision and proprietary emotion recognition technology to help media companies create more engaging content.

- Conducted customer feedback sessions, discovery, and pilots with global companies like Beiersdorf (Nivea), Red Bull, Sony Music, among others.
- Secured partnerships with Cint and other global user testing providers and defined new workflows aimed at testing media for affinity and emotional response metrics.
- Completed the Techstars Berlin Winter 2017 acceleration program which resulted in early investment of \$200K from SAP, Techstars, Tiny VC and private investors.

UI/UX Manager at HBO Latin America

Miami, FL — February 2015 - September 2016

Built an internal UI/UX team of 8 designers and front end developers. Managed external creative agency relationships with the goal of building HBO's next generation of digital products to launch across Latin America for our 10M subscribers.

- Creative Direction through our digital transformation which embraced a regional re-brand and moving away from a dated white-label platform to a custom built solution.
- Managed partnerships with vendors and providers and negotiated pricing for our enterprise tools.
- Oversaw the launch of HBO Go throughout Latin America on Web, iOS, Android, Smart TVs and Xbox 360.
- Lead discovery and subscriber feedback sessions in Brazil, Mexico and Colombia.

Head of UI/UX at DLA ClaroVideo

Miami, FL — September 2013 - January 2015

Built and directed the design team, content planning, information architecture and design of a multi-platform VOD/OTT product called Neon. Managed design execution for VOD platform, advertisement and curated editorial content on an array of devices including Web, iOS, Android, Set Top Boxes, Smart TVs, and home gaming consoles.

Creative Director at Simplikate

Dania Beach, FL — October 2011 - April 2013

Provided creative direction and managed a UI and Production design team supporting various platforms including iOS, Android, Blackberry, and Windows Phone.

Clients included Mandarin Oriental Hotels, Caesars Hotels, DFW Airport, Westfield Malls, and Discovery Channel.

References

Teilo Berquier

Chief Product Officer at DLA ClaroVideo

Outstandingly talented UX leader with a true passion for crafting experiences users desire, honing powerful creative teams and evangelizing the value of great design. Alberto gets it, owns it and ships with a sense of humor and the confidence of a debonair gentleman.

Charlie Hale

Director of Product at You+

Alberto is easily one of the most talented and multifaceted individuals I have ever worked with - not to mention one of my favorite people. His ability to grasp concepts at the ground level and work through the creative execution process is both fantastic and rare. Alberto doesn't just design, he creates. He creates experiences that are rooted in true user functionality and understands how to make the most effective choices early on in the creative process. I would strongly recommend Alberto to anyone who is lucky enough to come into contact with him.

Education

The Art Institute of Fort Lauderdale, FL

Associate of Science in Graphic Design, 2008

Mentor / Advisor

AIGA | IxDA | UXPA | IronHack | Wyncode | Techstars | 500 Startups

Languages

English | Spanish

Skills

Creative Direction | Product Design | Concept Development | Universal Visual Languages | Building & Scaling Teams | Nurturing and Fostering Workplace Culture