ALEX BENBASSAT

benb511@gmail.com | linkedin.com/in/alexbenbassat

SENIOR PRODUCT DESIGNER

Senior Product Designer turning early experience concepts into shipped experiences and complex systems into clear, intuitive interactions. Bringing 18 years of design experience, including nine years at PlayStation and Activision, spanning console, PC, and mobile products, with a mobile-first approach. Shaping PlayStation Portal from concept through launch and designing Call of Duty experiences used by millions. Named inventor on 13 patent filings, including a granted patent as sole inventor, reflecting a track record of innovation and creativity; first-place PlayStation hackathon winner for a concept using player heart-rate data for real-time feedback and automatic gameplay highlights.

EXPERTISE AND SKILLS

Product Design | Interaction Design | Design Systems | Systems Thinking | 0-to-1 Product Development | AI Product Design | Experience Concepts | Wireframing | User Research | Information Architecture | Prototyping | AI Prototyping | User Flows | Motion Design | Competitive Analysis | Usability Testing

Figma | Claude | Cursor | Codex | Vercel | VS Code | Adobe Creative Suite | After Effects

EXPERIENCE

INDEPENDENT (ARC), Los Angeles, CA **June 2026 - Present**

Product Designer

Built an AI video-analysis product from concept to deployment.

- Designed and developed ARC, an AI video-analysis platform, by integrating AI-generated insights with expert coach judgment to enhance remote feedback for jiu-jitsu coaches.
- Took ARC from concept to a deployed product independently, using Claude, Cursor, Codex, and Vercel to prototype, build, and ship, and now piloting it with a jiu-jitsu coach.

SONY INTERACTIVE ENTERTAINMENT, Los Angeles, CA **July 2022 - June 2026**

Senior UX Designer

Designed PlayStation Portal's core experiences, hardware-software interactions, design system, and R&D concepts.

- Created core system experiences for PlayStation Portal, including Quick Menu, Remote Play, and initial setup, from early development through a launch that made it the best-selling PS5 accessory of 2024 by U.S. dollar sales.
- Designed Portal's Settings from the ground up, adapting the PS5 experience for touch and DualSense input on a new handheld, which shipped at launch and set the pattern for future Settings screens.
- Collaborated with UX Research to redesign Portal's touchpad interface after usability testing insights revealed user confusion, resulting in a more intuitive experience by displaying one touchpad at a time and reducing gameplay interruptions.
- Co-created Portal's first design system from scratch, collaborating across product, UX, and engineering to merge mobile and PS5 patterns into 30+ components, helping Portal ship consistently and speeding up feature design.
- Co-led Portal's cloud game-streaming team after launch, developing 12+ experience concepts and wireframes, with entry-point, catalog, and game page work informing the shipped design.
- Led visual design and contributed to interaction design for a PC peripherals app launching alongside FlexStrike, developing accessible onboarding, pairing, and firmware-update flows across Sony and third-party devices.

- Led R&D concepts in haptics, AI-driven social discovery, and heart-rate gameplay, communicating ideas to Sony Pictures, Insomniac Games, and Sony Entertainment leadership, earning a first-place hackathon win and contributing to 13 patent filings.

ACTIVISION BLIZZARD, Santa Monica, CA **July 2017 - July 2022**

Expert UI Designer, March 2021 - July 2022

Designed data-rich, cross-platform Call of Duty experiences across in-game platforms and player-performance systems.

- Designed and A/B tested layouts for Message of the Day, the proof of concept for Telescope, an in-game web platform, paving the way to expand it to bigger features.
- Customized Telescope's UI to each title's design system across four Call of Duty releases, letting players follow Call of Duty League scores, schedules, standings, and announcements without leaving the game.
- Designed Modern Warfare II's 10-screen Combat Record on Telescope, translating user research, competitive analysis, and player-performance data into a clear information hierarchy that freed game developers to focus on core gameplay.

Senior UI Designer, July 2017 - March 2021

Led UI design for the Call of Duty Companion App, including its cross-platform design system and Loadout Editor.

- Led UI design for the Call of Duty Companion App, using competitive analysis to shape a cross-platform mobile app spanning three titles, reaching 8.1M+ downloads and 4+ stars across 500K+ ratings.
- Designed the Call of Duty Companion App's Loadout Editor for Black Ops 4, letting players change weapons, attachments, and perks from their phone between matches; it became one of the app's most-used features.

EDUCATION

B.F.A., Bachelor of Fine Arts 2008
Industrial Design
California College of the Arts, San Francisco, CA