Alex Hubbard

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End-to-End UX / UI Design | Product Management | Systems Thinking | Prototyping | Research

Senior Product Designer with 10+ years owning flows from discovery through launch for complex, data-heavy enterprise software, including design systems built from scratch at two companies. Prototypes and tests with users, aligns product and engineering stakeholders, and uses AI tools to prototype and ship fast.

Experience

Product Manager
Shift5
Jul 2025 - Aug 2026

Partnered with engineering and cross-functional stakeholders from problem definition through delivery on many features per quarter, as measured by 85% sprint-commitment accuracy, by translating customer needs into build-ready requirements.

Kept shipped UI consistent with the design system across 100% of releases, as measured by a reduction in design-related rework, by resolving design questions directly with engineers during build.

Sr UX Designer
Shift5
Sep 2023 - Jul 2025

Owned end-to-end design of multi-step enterprise workflows across multiple customers, as measured by faster task completion, by distilling user research into validated flows, prototypes, and documented workflow logic engineers built from.

Reduced usability issues reaching production, as measured by post-release support ticket volume, by running structured usability testing with users before every major release.

Cut late-stage revision cycles, as measured by revisions per release, by articulating design tradeoffs and aligning product and engineering stakeholders before handoff.

Wrote UX copy for product interfaces and ran competitive analysis independently to inform design direction.

Kept engineering unblocked by working one to two sprints ahead, delivering build-ready designs before each sprint began.

UX Designer
Shift5
Dec 2021 - Sep 2023

As Shift5's first UX designer, built the company's first design system from scratch, as measured by adoption across all subsequent product releases, establishing interaction patterns and components for consistent, scalable design.

Translated complex data workflows into intuitive interfaces, designed with accessibility criteria in mind, for Shift5's first web application, running early discovery with business stakeholders that cut misalignment on new workflows.

Sr Designer
Smartsheet
Oct 2015 - Dec 2021

Designed the Smartsheet Help microsite end-to-end, reducing inbound support ticket volume, as measured by help-center deflection rate.

Built and drove adoption of the web team's first design system and brand guidelines, as measured by adoption across all designers and engineers, and implemented a research-driven design process that improved post-launch usability scores.

Design Engineer
Personal projects

Took an ambiguous idea to a live TestFlight iOS app — Figma wireframes, data model, account sign-in, and visual identity — using AI-assisted development (Claude Code, Xcode).

Education

BFA *University of Nebraska* Dec 2009 | **UX Certificate** *School of Visual Concepts* Jul 2020