ALEX BENBASSAT

Senior Product Designer
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Senior Product Designer focused on 0-to-1 products, AI-native tools, and complex systems across mobile, web, and hardware-software experiences. Takes ambiguous, cross-platform initiatives from problem definition through launch, partnering with product, engineering, UX Research, and senior stakeholders. Built ARC end to end and co-owned PlayStation Portal's design system and interaction model from early development through launch. Named inventor on 13 filed patent applications, including three granted U.S. patents as sole inventor; winner of a PlayStation hackathon for a biometric real-time feedback concept.

EXPERIENCE

INDEPENDENT (ARC) | Los Angeles, CA

Product Designer | June 2026 – Present

- Designed and built ARC, a working AI video-analysis product for jiu-jitsu coaches, taking it from concept to deployment using Claude, Cursor, Codex, Next.js, Vercel, and Neon; now in early testing at the academy where I train.
- Designed ARC's human-in-the-loop workflow, generating timestamped recommendations from training videos and deferring uncertain moments to the coach, who approves, corrects, or dismisses them; coach corrections feed into future analyses.

PLAYSTATION | Los Angeles, CA

Senior UX Designer | July 2022 – June 2026

- Joined PlayStation Portal's core design team during early development of a new device category, designing system experiences through launch, including the Settings experience from the ground up; Portal became the best-selling PS5 accessory by U.S. dollar sales in 2024.
- Identified that Remote Play disconnections forced players to manually select "Reconnect"; proposed an automatic reconnect flow that the development team adopted and implemented, removing an extra step from the recovery experience.
- Redesigned Portal's touchpad interaction after playtests showed that players were unsure how the touchpads related to DualSense controls, revealing one touchpad at a time to improve comprehension and reduce interruptions during gameplay.
- Co-created Portal's design system to bridge mobile and PS5 patterns across touch and DualSense input, giving designers and engineers a shared language and making new screens and features easier to scale.
- Co-led early cloud game-streaming concepts with the lead designer, prototyping 12+ directions across entry points, the Home-to-game journey, the catalog, and game pages to demonstrate how players could discover and start streamed games, earning leadership buy-in.
- Led visual design and contributed to interaction design for a PC app launching alongside FlexStrike and supporting Sony audio products, creating a clearer way for users to set up and manage connected peripherals.
- Developed 10+ haptic scenarios for Trinity, a haptic-seat concept, and presented them to Sony Pictures and Insomniac Games.
- Created an agentic app concept combining signals from services such as Spotify and Netflix to help people discover shared interests at social gatherings, and presented it to Sony Entertainment leadership.

ACTIVISION BLIZZARD | Santa Monica, CA

Expert UI Designer | March 2021 – July 2022

- Developed Modern Warfare II's 10-screen Combat Record, organizing complex career and performance data into an experience players could understand at a glance.
- Designed UI for a shared platform powering player announcements, esports content, and performance statistics across four Call of Duty releases, adapting shared workflows to each title's design system.
- Partnered with marketing on Telescope to A/B test Message of the Day layouts, comparing content hierarchy and presentation to evaluate how clearly player-facing promotions and updates were communicated.

Senior UI Designer | July 2017 – March 2021

- Led visual and interaction design for the Call of Duty Companion App, a cross-platform mobile product that reached 8.1M+ downloads and earned 4+ stars across 500K+ ratings; built its design system across five titles.
- Designed the Companion App's Loadout Editor for Black Ops 4, enabling players to change weapons, attachments, and perks from their phone between matches; it became one of the app's most-used features.

SKILLS

Product Design, Interaction Design, Visual Design, Design Systems, Information Architecture, Prototyping in Code, AI-Assisted Development, Human-in-the-Loop Design, Accessibility, Systems Thinking
Tools: Figma, Claude, Cursor, Codex, Next.js, Vercel, Neon, VS Code, Adobe Creative Suite, After Effects

EDUCATION

Bachelor of Fine Arts, Industrial Design | California College of the Arts, San Francisco, CA | 2008