



in linkedin.com/in/alvaromorin
✉ alvmorin@gmail.com
☎ (954) 649-9991

Product Design executive with 20+ years shaping strategy, systems, and end-to-end execution across marketplace and travel platforms. A hands-on leader who uses AI-powered workflows, experimentation, and strong product thinking to boost engagement, conversion, and operational efficiency. Known for cross-functional alignment and delivering high-impact digital experiences.

Leadership & Core Competencies

Strategic Leadership:

Design & product strategy
Org leadership & team development
Cross-functional alignment
Design operations (DesignOps)
Vision / north-star definition
Roadmap influence
Executive communication

Growth & Optimization:

Product growth
Conversion optimization
Experimentation (A/B, MVT)
Funnel analysis
Lifecycle & engagement strategy

Systems & Execution:

Systems thinking
Design systems & token architecture
Accessibility (WCAG)
Information architecture
Complex user journeys
End-to-end product design
UX research & synthesis
Product Globalization (G11n)

AI & Innovation:

Vlbe coding (prompt-to-code)
AI prototyping
Workflow automation
Data-informed decision making

Proficiency in:

Figma / Make, Cursor, Storybook

Education

Product Psychology Masterclass

Growth.design , 2023

Web Master Certification

Digital Design Centre, 2000-2001

Associate Degree in Graphic Design

Design Institute of Caracas, 1992-1995

Languages

English & Spanish

Proficient: Oral, reading, writing

Experience



Angi (formerly Angie's List)
Sr Director, Product Design

Remote | Mar 2025 - Present

- Lead globally distributed Product Design teams across regions, driving design excellence within a complex, multi-brand ecosystem.
- Own design strategy for the Domestic Pro experience, partnering with Product, Engineering, Data, and Operations to deliver user-centered, business-impacting outcomes.
- Act as a strategic partner to C-suite and senior leadership, translating company vision and organizational goals into actionable design strategies.
- Rebuilt the Design System from the ground up, introducing scalable components, token architecture, and accessibility standards, resulting in a 40 percent increase in engineering velocity.
- Introduced AI-enabled workflows, code-connect tooling, and stack mirroring to accelerate design-to-engineering handoff and improve operational efficiency.
- Elevated design quality through end-to-end processes grounded in research, experimentation, and systems thinking.
- Fostered a culture of trust, collaboration, and accountability, raising team satisfaction to 92 percent, the highest recorded in the design org.



Boatsetter
Head of Product Design

Hybrid | Jul 2014 - Mar 2025

- Early employee with broad ownership across brand, product, and experience design during the startup and marketplace scale-up phase (B2C + B2B).
- Led end-to-end user journey design and optimization for both renters and owners, improving clarity, trust, and conversion across all touchpoints.
- Aligned product design strategy with user needs and business goals, partnering closely with Product, Engineering, Data, and key stakeholders on prioritization and roadmap planning.
- Built and scaled a high-performing team of Product Designers, UX Researchers, and UX Writers, fostering a culture of collaboration and continuous learning.
- Oversaw full product design lifecycle, from discovery through delivery, testing, and iterative optimization.
- Built and maintained the design system (components, tokens, documentation) in partnership with engineering within a React-based framework.
- Partnered with Marketing on high-impact transactional and promotional communications across the customer lifecycle.



WishClouds App
UX/UI Director

Boca Raton, FL | Feb 2013 - Jul 2014

- Led design strategy and creative operations in close partnership with the CEO.
- Revamped the brand and product experience to strengthen market positioning and support growth.
- Drove market research, competitive analysis, and go-to-market strategy definition.
- Built and led a cross-functional team of designers, developers, and QA engineers.
- Led end-to-end mobile app design and launch from concept through delivery.
- Applied data-informed design and growth strategies to boost engagement and adoption.



Hilton Grand Vacations (Bluegreen Vacations)
Sr. Web Art Director

Boca Raton, FL | Aug 2009 - Feb 2013

- A publicly traded company in the hotel and hospitality industry with 4,000+ employees.
- Led Web Team in Creative Marketing, managing designers and developers, scaling team capabilities
 - Owned and optimized all digital properties (web, apps, email, digital assets), driving revenue and conversion through mobile-first design and improved customer engagement
 - Launched iPad app boosting in-store sales and redesigned email strategy, achieving double-digit increases in open and click-through rates across 220K+ subscribers
 - Established brand and design guidelines, ensuring consistency across experiences and influencing cross-functional roadmaps
 - Managed departmental budget and high-impact initiatives to maximize operational efficiency



Fluent Creative Technologies
Sr. Web Art Director

Deerfield Beach, FL | Nov 2005 - Jun 2009

- A leading digital agency specialized in dynamic Google ads and lead generation.
- Led cross-functional team of designers and developers overseas to build scalable UX/UI solutions for high-volume acquisition platforms
 - Applied user research and competitive analysis to inform strategy, optimizing 2,000+ production-ready experiences that generated hundreds of thousands of leads at ~12% conversion
 - Partnered with CEO to design and launch internal products for dynamic ad creation, reporting, and data visualization
 - Built reusable design system and asset library, improving design-to-development velocity by 40%+