Francisco Vivar

Senior Product Designer

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About me

Senior Product Designer with 10+ years designing end-to-end products for consumer and enterprise teams. I design the experience, shape the system behind it, and prototype it in code.

Experience

Senior Product Designer

IHG Hotels & Resorts · Contract · Mar 2026 – Sep 2026

- Designed 10+ components for Wilson, IHG's design system for 26+ hotel brands, and built the team's Motion Library.
- Structured and prototyped the Regent Hotels brand.com redesign and a one-to-many CMS template for 20 IHG brands.
- Built a coded prototype portal with device shells and QR review, chosen by leadership to show how the team uses AI.
- Built AI-assisted design workflows that sped up delivery, and walked teammates through the setup.

Senior UX/UI & Product Designer

Publicis Sapient (Verizon) · Contract · May 2025 – Dec 2025

- Led end-to-end UX/UI for Secure VPN, Wi-Fi Scan, and Safe Browsing in Verizon Protect, a 1.1M+ user security app.
- Designed 300+ screens across subscription tiers, entitlements, and permission states for iOS and Android.
- Used click-through and completion data to find friction, then redesigned Wi-Fi Scan onboarding around permissions.

Freelance Senior Visual Designer

Entropico, Inc. (Google) · Mar 2023 – May 2025

- Designed UI systems and presentation frameworks for Google Marketing Live's AI-focused global initiatives.
- Turned complex, emerging technology concepts into clear visual stories for senior Google stakeholders.

Senior Visual Designer (Lead Designer)

Wheels Up · Mar 2021 – Mar 2023

- Led UI and visual system design for consumer web and mobile through high growth and the company's IPO.
- Built design systems and co-branded partner experiences with AmEx, Delta, and Porsche; mentored designers.

Skills

- Product UX & UI Design
- Native Mobile (iOS & Android)
- Design Systems & Components
- Interaction & Motion Design
- UX Flows & Information Architecture
- Usability Testing & Validation
- Stakeholder Presentations
- Engineering Handoff & QA

Design Engineering

- Coded Prototyping (HTML, CSS, JS)
- AI Workflows for Design Teams
- Token Documentation & Theming
- Motion Specs for Engineering
- On-Device Prototype Review

Tools

Figma · Storybook · Jira · Claude Code · GitHub · Vercel · Jitter

Additional Experience

Bloomingdale's · Digital Designer
2017 – 2020

west elm · Junior Digital Designer
2015 – 2017

Major League Baseball · Designer
2013 – 2014

Education

Parsons The New School of Design

BFA, Communication Design