

# Alexander Goutras

ALEXANDERGOUNTRAS.COM

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## PROFESSIONAL EXPERIENCE

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### Salesforce

2016 – Present

#### Lead Product Designer

Feb 2022 – Present

Purpose-driven design leader focused on Salesforce's messaging channels — shaping AI-powered product systems that balance efficiency with meaningful human outcomes. Partner with cross-functional teams of designers, researchers, engineers, and operations experts to build experiences that are intuitive, ethical, and accessible, ensuring technology uplifts the people who use it.

- Lead design for messaging channel experiences, integrating AI capabilities that streamline communication while keeping humans informed and in control
- Collaborate with product and engineering leadership to align design decisions with broader platform strategy and customer impact
- Mentor designers and cultivate a team culture grounded in craft, inclusion, and intentional use of AI as a creative collaborator
- Design at scale: work that touches millions of customers and shapes billions of product interactions each year

#### Senior Product Designer

Feb 2018 – Feb 2022

- Elevated design maturity across multiple product teams, establishing shared UX frameworks and scalable patterns
- Led end-to-end design for features adopted by 150,000+ customers, contributing to over 3.5 million product experiences
- Collaborated with researchers and data teams to build evidence-based design recommendations that shaped product strategy

#### User Experience Designer

Jan 2016 – Feb 2018

- Designed product solutions across multiple teams serving 150,000+ customers — translating research and business goals into polished, functional interfaces

### NextGear Capital

2015 – 2016

#### User Experience Designer

- Collaborated with management, product owners, and developers to streamline complex financial workflows into clear, user-centered product experiences

### Easter Seals Crossroads

2015 – 2016

#### Interaction Designer (Volunteer)

- Designed an accessibility-first application for a non-profit, helping people with disabilities discover and use assistive technology — built to W3C web standards with inclusive design at its core

### Indiana University School of Informatics and Computing

2014 – 2015

#### Graduate Teaching Assistant

- Taught and facilitated Usability and Evaluative Methods — a graduate HCI course focused on interaction design, user testing, and research methodology

### Pearson Education

2014 – 2015

#### User Experience Researcher / Designer

- Applied UX research methods to surface insights that shaped product strategy and design decisions across education software platforms

## SKILLS

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- AI Product Strategy & Design
- Agentic UX & Human-AI Interaction
- User Experience / Product Design
- User Research & Evaluative Methods
- Conceptualization & Ideation
- Demo Support / Creation
- Prototyping & Rapid Iteration
- Product Development & Roadmap Influence
- Design Leadership & Mentorship
- Presentations & Executive Communication
- AI Tools (Generative AI, LLM interfaces, Copilots)
- Future Vision & Strategic Planning

## EDUCATION

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### **Indiana University, School of Informatics & Computing**

Master of Science, Human-Computer Interaction: 2016 (G.P.A. 4.0)

### **Purdue University, Krannert School of Management**

Bachelor of Science, Business Management: 2006