

Anthony Alva_

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Commercial Growth Partner | Design Director | AI & Clean Tech B2B Growth Strategist

PROFESSIONAL SUMMARY

Commercial growth partner & design leader with 10+ years building brands, products, and go-to-market systems that convert to revenue. Track record spanning \$50M+ in net new revenue generated and \$200M+ in fundraising and acquisition outcomes across a full client portfolio of AI platforms, clean tech ventures, enterprise teams, and venture-backed startups.

CORE COMPETENCIES

Brand & Design

Brand Architecture

Pitch & Sales Materials

Creative Direction

Data-Led Storytelling

Product Design

Product Leadership

UI/UX Design

Primary & Secondary Research

Prototyping

Agile Development

Design Systems

Commercial & Growth

AI Product Strategy

B2B AI Brand Building

Market Research

Data-Led Storytelling

Clean Tech GTM

B2B Sales Systems

INDUSTRY EXPERIENCE

Decarbonization

Clean Energy

Finance

Insurance

Education

B2B AI

Entertainment

Healthcare

Industrials

Breakthrough Science

EDUCATION

BFA, Service Design

Savannah College of Art & Design

EXPERIENCE

CCE, Co-founder & CCO

2024-2026

- Co-founded a climate venture focused on decarbonizing the energy sector through new business model creation and carbon market infrastructure
- Led enterprise sales strategy and commercial opportunities in Morocco
- Built the brand, commercial infrastructure, product experience, and go-to-market strategy from the ground up

Caspian AI Institute, Commercial Design Partner

2025

- Architected the brand system, visual identity, and commercial narrative for an AI Institute operating across the energy value chain
- Developed the positioning framework and messaging hierarchy that unified investor communications, enterprise partnerships, and talent recruitment under a single scalable design system

AI Experience & Strategic Embed

Since 2019

- Embedded with 6+ AI companies as a strategic partner on product vision, brand architecture, and commercial launch
- Led 0-to-1 AI product strategy and brand creation for Guidepoint's new business unit, GP360, from concept to market positioning
- Architected the brand GTM and product narrative for First-Look, an AI-enabled two-sided marketplace for matching writers and buyers to facilitate property purchases.
- Partnered with Sho.AI and Pubgen AI on brand positioning and enterprise go-to-market, translating technical capability into commercial traction
- Delivered brand-to-revenue infrastructure that compresses time-to-market for AI ventures entering competitive B2B markets

To Zero AI, Co-founder & President

2022-2024

- Co-founded an AI-driven platform enabling 50+ founders to launch climate businesses with minimal capital
- Architected the 0-to-1 product strategy, venture playbook engine, and go-to-market positioning from concept to operational platform

Prudential, Lead Designer

2022

- Led the design system migration and product design for Prudential's financial advisory platform targeting hybrid retirees
- Migrated the full design system to Figma, streamlined team workflows, and reduced design-to-development handoff time
- Contributed to the market launch of a new financial product at one of the world's largest financial institutions

NAX Group, Head of Design, Director

2019-2022

- Scaled the venture studio's product design team from 1 to 12 members and launched 6 corporate ventures
- Built end-to-end design-to-market infrastructure spanning brand creation, product design, and GTM execution that made ESG and enterprise ventures commercially viable
- Refined design operations and processes to reduce costs and improve product quality across the entire venture portfolio

BCG-DV, Experience Designer

2017-2019

- Built and launched products across three ventures inside BCG's corporate venture studio, operating as a core team member embedded with enterprise partners taking concepts from zero to market-ready
 - Mesh: Designed BCG's internal global staffing platform from team-matching algorithms to brand identity; Mesh scaled into SAM, now used firm-wide as BCG's primary global staffing tool
 - Pumpkin Care: Led product design for a modern pet insurance platform from 0-to-1, designing the full user experience supporting market launch and growth
 - Gaido Health: Contributed to the patient and clinician product experience bridging the gap between professional and home care

Freelance, Product & Brand Lead

Since 2012

- Independent product designer & brand strategist with a portfolio spanning \$200M+ in fundraising and acquisition outcomes through go-to-market strategy, brand creation, and product design
- Generated \$50M+ in net new revenue across client engagements through brand positioning, commercial narrative design, and growth systems
- Projects include Google, BCG, Prudential, Guidepoint, Realworld, and IRL across enterprise, consumer, and venture-backed contexts