

Alexander Kempf

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Product designer with 8+ years of visual design experience and a background in human-computer interaction, focused on AI-enabled workflows, data-dense UX, and product strategy. Leads design from discovery to delivery, advocating for the user by challenging assumptions and translating ambiguous technical requirements into intuitive products, building the trust that drives business forward.

Experience

Product Designer, Freelance March 2025 – Present

- Advised startup founders on UX strategy, turning ambiguous business requirements into user-first roadmaps, and led design of mobile and web MVPs with smoother onboarding to build early-adopter trust.
- Built a hobbyist-scale mixed reality prototype of Anduril's EagleEye military headset interface in Unity in 24 hours using an AI-assisted workflow, improving its UX as a proof of concept.

Product Designer, Pulse Labs AI January 2022 – March 2025

- Owned end-to-end design across an AI-enabled B2B SaaS research platform, from journey mapping, user flows, and prototyping to developer handoff, shipping responsive, multi-user workflows and dashboards used by Google, Amazon, Rivian, Volvo, and more.
- Designed, prototyped, and shipped a 0-to-1 video player for research analysis with Google's Android Auto team, shaping it through client discovery and prototype feedback. Adopted at scale by research teams on Android Auto (250M+ cars), Gemini (1B+ monthly users), and Amazon Alexa (600M+ devices), it surfaced deeper insights and saved dozens of hours per study.
- Introduced Pulse Labs' first AI feature, a self-serve participant recruiting tool built for transparency, flexibility, and trust, saving internal teams hundreds of hours on high-stakes studies for big tech and automaker clients.
- Led the redesign of mobile study recording and its underlying systems, sharply cutting support tickets, dropouts, and rejected study data to save hundreds of support hours and boost client satisfaction.
- Facilitated discovery and validation workshops, requirements sessions, and demos to align leadership, stakeholders, and cross-functional teams in an Agile environment.
- Established a scalable design system and component library with design tokens and documentation that improved design consistency and sped up engineering implementation.
- Championed accessibility (WCAG) and mentored peers in design workflows and systems thinking.

UX Design Intern, J.P. Morgan March 2021 – August 2021

- Evaluated InstaMed, J.P. Morgan's healthcare payments software, through heuristic review, stakeholder interviews, and user testing, delivering a user-validated redesign concept.

Healthcare Specialist, U.S. Army April 2016 – May 2017

- Managed readiness and movement coordination for 100+ soldiers in Advanced Individual Training.
- Earned the Distinguished Honor Graduate award for excellence in leadership, fitness, academics, and marksmanship.
- Medically and honorably retired.

Education

Master of Human-Computer Interaction & Design (MHCID), UC Irvine August 2020 – August 2021

Bachelor of Arts in Studio Art, UC Irvine August 2011 – August 2014

Skills

Design: UX design, UI design, wireframing, high-fidelity prototyping, AI-assisted prototyping, design systems

Strategy: Systems thinking, user empathy, leadership, cross-functional collaboration, user research, usability testing

Tools: Figma, Adobe Creative Cloud, Claude Code, Webflow, HTML, CSS, Unity