FREDERICK ALIAGA

408.623.5713
frederick@pers.com

Portfolio Link:
frederickaliaga.com

5255 Stevens Creek
Blvd. #232
Santa Clara, CA 95051

About me

I am a hybrid designer with 20 years of experience in multiple areas of design. I have lead multiple projects from initial concepts / ideas to market in companies with enterprise, professional and consumer products.

I'm interested in creating easy and enjoyable user experiences leveraging my experience and passion for evolving and future technologies.

Experience

UX Consultant | Self employed - Dec. 2010 - Present
Provided design consultant services (Next-gen product concepts, product design, prototyping, branding guidelines, visuals, etc) for various clients: Pers Corporation, vArmour, zGlue, BidQA, among others.

Sr Staff Designer (Contractor) | Visa — April 2019 - May 2020
Contractor in the Visa innovation team, working on different innovation projects.

- Created concepts for future Visa digital card experiences, enhancing digital wallet experiences with Visa related sponsorships and merchant partnerships. Concepts inspired other teams and projects, and helped solidify a big account partnership.

- Led the Visa Bill Payments in bank channel design initiative, creating design concepts to help reach internal global awareness, as well as working with the team to established external partnerships in the space. Initiative resulted on a proof of concept engagement with a partner, and conversations with others.

- Designed and built an interactive journey map display concept prototype. Highlighting current and near future IoT payment integrations.

Sr. Principal Designer / Design Manager | Citrix Inc — Jun 2017 - June 2018
Responsible for UX strategy and product design for multiple Citrix solutions.

- Led the design of the Access Control Service, simplifying client's secure access management for SaaS applications and Internet, as well as designing a global Access Policy Manager. One of Citrix's top 5 priorities in 2018.

- Led the design of the Citrix Analytics Security Service, from initial concepts to a v1 release. This service was the first cross-solution security service from Citrix that proactively recognized and handled internal user security threats using AI and Machine Learning.

Principal Designer / Design Manager | Citrix Inc — Jan 2014 - June 2017
Responsible for UX strategy and product design for multiple Citrix solutions.

- Led the design of the Citrix Lifecycle Management service (later renamed Smart Tools) from initial concepts to a v1 release. This automated tool allowed a drastic reduction of complexity and faster time to value for new cloud clients.

- Led the design of a new Smart Check service from initial concepts. The service allowed easy and comprehensive health diagnosis and fixes for Citrix deployments using the Smart Tools automation platform, especially XenDesktop and NetScaler environments. Tools was used in thousands of deployments.

- Led the design of the Smart Scale service from initial concepts. The service provided power management solutions for cloud computing using the Smart Tools automation platform, enabling customers to greatly save in operating costs.

Sr. Lead Designer | Citrix Inc — Aug 2011 - Jan 2014
- Led design efforts on a newly formed Citrix Standards team, working with other designers, web developers and a technical writer to define and build a design components and patterns library for Citrix Enterprise products.

- Responsible for the user experience of multiple Next Generation product initiatives in the Creative Strategy Team,

Sr. Experience Design Lead | Adobe Systems, Inc — Oct 2008 - July 2011
Visualized and created product concepts of next generation technologies on a targeted Innovation design team. Some of these project seeds included the Adobe Digital Editions eBooks reader and the Adobe Digital Publishing platform.

Sr Experience Designer | Adobe Systems, Inc — Oct 2000 - Oct. 2008
- Created concepts, and defined visuals and interactions for multiple pro products features. Adobe Creative Suite, Photoshop, Acrobat, Photoshop Elements, Lightroom, Illustrator, and others.

- Co-created a concept that later become Adobe Bridge for Creative Suite 2.

- Defined visuals and interactions of common patterns and components for Adobe Pro products as part of the Adobe Common UI team.

- Evaluated new operating systems (Mac OS and Win) and made recommendations for product adoption.

- Created and maintained an assets database to catalog, track and deliver common visual assets for the entire design team.

- Created and maintained a tool that automated the creation of the Adobe branded icon suite, greatly simplifying the icon creation process.

- Created visuals for Adobe Consumer Products: Adobe Activeshare, Kodak Picture CD, Adobe Elements, etc.

Skills

Design Strategy, Conceptual Design, Interaction/Visual/Motion Design, Branding, Research, and Prototyping.

Patents

(3) Display screen or portion thereof with graphical user interface
Co-inventor. US D854,565 S, US D854,566 S, US D854,583 S. Issued July 23, 2019. Citrix Inc

Techniques for an Asset Repository
Co-inventor. US 8,015,149 B1 Issued Sep. 6, 2011. Adobe Systems Inc

User interface for a portion of a display screen
Co-inventor. US D608,364 S. Issued Jan. 19, 2010. Adobe Systems Inc

Graphical user interface for a portion of a display screen
Inventor. US D579,020 S. Issued Oct. 21, 2008. Adobe Systems Inc

Publications

Interactive Visual Histories for Vector Graphics
Co-author. Jun 2009. MIT Computer Science and Artificial Intelligence Laboratory

4 Strategies for Promoting Common UI Guidelines within Adobe
Co-author. Jun 2003 DUX 2003 (Design for User eXperience).

References

Available upon request.