Alexander Meyer

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US & EU (German) Citizen

PROFESSIONAL SUMMARY

Senior UX design leader with 10+ years building and scaling design organizations across SaaS, enterprise, and consumer platforms. Proven track record driving measurable outcomes — including an 82-point NPS improvement and 20–30% efficiency gains — through design systems, DesignOps transformation, and cross-functional alignment. Expert at translating complex technical products into intuitive user experiences, with deep expertise in agile delivery, AI-driven UX, and stakeholder influence at the executive level. Consistently promoted for delivering both strategy and execution at scale.

CORE COMPETENCIES

UX Strategy & Vision · Product Strategy · Innovation Strategy · Design Organization Leadership · People Management · Performance Management · Hiring & Recruiting · Budget Ownership · Portfolio Management · Design Systems & DesignOps · UX Governance · Design Maturity · Design Operations · Customer Experience (CX) · Cross-Functional Collaboration · Executive Communication · Change Management · Stakeholder & Executive Alignment · AI-Driven UX · User Research & Usability Testing · Agile & Lean UX Delivery · WCAG Accessibility · Rapid Prototyping · Design Thinking Facilitation

PROFESSIONAL EXPERIENCE

Freelance / Independent
July 2025 – Present

Design Technologist & UX Consultant | Dallas, TX

- Designed and developed an AI token consumption analytics platform, enabling CTOs and CFOs to monitor usage, optimize costs, and improve governance across B2B SaaS environments.
- Leading end-to-end product design and development of mobile applications for athletes, leveraging AI and Apple developer tools for real-time visual analysis and performance feedback.
- Operating as a fractional UX design leader, advising early-stage and growing product teams on UX strategy, design systems, and research-driven product development.

Logitech
June 2023 – April 2025

Head of UX – Consumer Software Platform | Cork, Ireland

Promoted from UX Principal within 4 months to lead UX strategy and execution across Logitech's consumer software platform, including Options+ and G Hub.

- Managed a global design organization of 15 designers and 2 junior design managers across multiple countries, with full budget ownership over headcount and global hiring.
- Served as hiring manager for international design talent acquisition, directly scaling the team to meet platform growth demands across Options+ and G Hub.
- Directed UX strategy and execution for multi-million user consumer software platforms (Options+ and G Hub), setting product experience vision and roadmap.
- Standardized and scaled UX design systems across multiple product teams and platforms, improving consistency and accelerating design delivery.
- Led agile transformation initiatives, improving cross-functional collaboration and reducing time-to-delivery across design and engineering.
- Introduced emerging AI-driven UX capabilities to drive innovation and measurably enhance user experience quality.
- Mentored senior design managers and principal designers, building leadership depth within the UX organization.

Breakwater Solutions
June 2022 – May 2023

Head of User Experience | Cork, Ireland

- Led UX strategy and delivery for an enterprise data privacy platform serving global organizations across regulated industries.
- Aligned product, design, and engineering around shared delivery practices, reducing rework and improving delivery efficiency by approximately 20%.
- Established research-driven decision making frameworks, improving usability scores and task success rates by 15–25%.
- Partnered directly with CPO to prioritize roadmap investments based on user research and competitive analysis.
- Built and led a lean 2-person design team within a fast-moving startup environment, operating simultaneously as hands-on design lead and strategic UX director.

Eaton Limited

July 2021 – May 2022

UX Design Manager | Dublin, Ireland

- Led UX design for enterprise data visualization platforms in energy and aerospace verticals, serving complex technical user groups.
- Led a multidisciplinary team of 5 designers and 3 developers, driving end-to-end delivery from research through production across energy and aerospace platforms.
- Built and scaled a data-focused design system, eliminating duplicated effort by approximately 30% and improving cross-team consistency.
- Established career frameworks and role progression paths for the design team, improving retention and professional development.
- Expanded UX adoption across business units, elevating design's strategic influence and executive visibility.

Bank of Ireland

June 2020 – May 2021

UX Design Manager | Dublin, Ireland

- Directed cross-functional UX teams delivering digital banking experiences at scale across millions of users.
- Implemented DesignOps practices that improved team efficiency by approximately 20% and shortened delivery timelines.
- Aligned UX strategy and product roadmap with measurable business outcomes and customer value metrics.

IBM

May 2017 – October 2019

Senior UX Design Team Lead | Austin, TX

- Led UX for three major SaaS products — Cloud Object Storage, Key Protect (cloud encryption & secrets management), and Mass Data Migration — defining design vision for IBM Cloud Infrastructure.
- Drove an 82-point improvement in Cloud Object Storage NPS within one year through systematic UX research and redesign.
- Defined new component patterns for IBM's Carbon Design System, adopted across IBM's full SaaS portfolio.
- Established agile design practices that accelerated continuous delivery cadence across the product design team.

IBM

August 2015 – April 2017

Advisory UX Designer | Austin, TX

- Created prototypes for IBM Watson services demonstrating AI-driven UX capabilities for enterprise clients and internal stakeholders.
- Mentored new hires — product managers, designers, and developers — through IBM Design Bootcamp on product delivery processes and design thinking methodologies.

TECHNICAL SKILLS & TOOLS

Design Tools: Figma, Sketch, Adobe Creative Suite, Miro, FigJam, Axure RP, Balsamiq

Front-End: HTML, CSS, JavaScript, React, Node.js

Collaboration & PM Tools: Jira, Confluence, GitHub, Azure DevOps

AI Tools: ChatGPT, Claude, Cursor, Lovable, OpenAI APIs, AI Product Design, Prompt Engineering

Methodologies: Agile, Lean UX, Scrum, DesignOps, Enterprise Design Thinking

CERTIFICATIONS

- Certified ScrumMaster – Scrum Alliance
- Enterprise Design Thinking Practitioner – IBM
- AI for Design – Interaction Design Foundation

EDUCATION

University of Texas at Austin

Coursework in Communications, Radio, Television & Film | 2001–2002

Austin Community College

Associate of Science, Photography | 1998–2000