Hannah Gomez Farias

AI-Empowered Senior Product Designer

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EXPERIENCE

AI-Empowered Sr. Product Designer Level II | **Revi** | San Francisco, CA | *May 2023 – Present*

- Pioneered an AI-powered design-to-development workflow using Claude Code, Figma, and Cursor — enabling direct design-to-code handoffs and accelerating the team's delivery cycle.
- Promoted to AI Lead of the Product Team in July 2024, acting as PM and Product Designer across Handheld and Dashboard product lines.
- Built PM GPT and integrated Lovable for rapid research and multi-solution prototyping, eliminating 25+ hours of PM & PD workload per week starting in week one of implementation.
- Redesigned the partner dashboard to improve usability and workflow clarity, increasing partner utilization by 40% and supporting expansion into new markets.
- Designed end-to-end UX flows for two new partner integrations, driving 65% partner adoption within the first 60 days and enabling entry into new distribution channels.
- Developed and launched 3 new product experiences, opening new customer segments and contributing to a 10% increase in company revenue.
- Designed a full IoT suite: POS, Kiosk, Kitchen Displays, consumer app, online ordering app, and partner dashboard; now serving 5,000+ merchant locations and 2M+ end users.
- Established company-wide design processes, including: Figma workflows, UX research protocols, bug bashes, roadmap reviews, and a cross-platform design system.
- Received Passion and Impact Awards in 2023 and 2024.

Interaction Designer | **Google** | Mountain View, CA | *August 2022 – April 2023*

- Designed UX for the Ads Help Center troubleshooting team, delivering mockups for multi-account affordances, onboarding chat support, and new navigation projects.
- Spearheaded a PM-selected special project — a top-of-funnel ML tool designed to anticipate and deflect user issues before they escalated.
- Contributed to AI Help Center initiatives, ensuring system-wide design alignment across cross-functional teams.

UX Designer | **Bellwether Coffee** | Remote | *January 2020 – July 2022*

- Collaborated with PMs and engineers to deliver data-driven UX across 6 products spanning web, mobile, iOS, and native apps.
- Developed data visualization and interaction design for roast profiling experiences across multiple devices.
- Hosted design workshops with stakeholders to surface and prioritize future product opportunities.
- Trained customer-facing teams in UX research best practices, embedding user feedback loops into the product process.
- Partnered with engineers to finalize interaction, visual, and motion design details across all platforms.

Head of Design | **Pomma** | Remote | *September 2019 – December 2020*

- Led a team of 3 designers across research and product development for B2B and B2C platforms.
- Authored product requirements and drove design strategy from concept through execution.

REFERENCES

Evan Klimczak — VP of Product at Revi | eklimczak@gmail.com | (415) 794-2779
Siavash Sardar — VP of Sales at Revi | siavashsardar@gmail.com | (408) 489-8262
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