

Oscar Rivas

Senior Product Designer

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With 10+ years of experience in design, I blend strategy and craft to build products that are clear, cohesive, and made for how people actually use them.

Experience

Senior Product Designer Wells Fargo | 2024 - Present

- Lead designer on an integrated payments vision unifying Zelle, wires, international transfers, and bill pay into one AI-first space to send, request, and pay, earning executive buy-in through a prototype that traveled up to leadership.
- Led end-to-end design of ExpressSend, Wells Fargo's international money transfer product, enabling transfers to 12 countries and supporting billions of dollars in transfer volume
- Used repeat usage patterns to design user-controlled reminder features that deepened engagement, drove repeat transactions, and strengthened customer loyalty
- Co-led redesign of international Wires, reducing flow complexity from 14 to 11 screens to improve usability and task efficiency.
- Designed brokerage account funding via Zelle, strengthening Wells Fargo's competitive positioning against major banks.
- Facilitated design sprints and stakeholder workshops, defining product vision and driving alignment in absence of dedicated product leadership.

Senior Product Designer Catch | 2021 - 2024

- Owned and reimaged the user portal, evolving it from a passive credit tracker into an interactive platform for deal discovery, brand exploration, community connection, and credit sharing.
- Architected a credit trading marketplace and social discovery platform, reducing credit expiration by 38% and driving an 18% lift in new purchases.
- Led end-to-end design and launch of Catch's first mobile app (iOS & Android), surpassing company targets by 42%.
- Designed a donation feature that lets users give spare change to causes, supporting Catch's giving mission.
- Defined Catch's foundational visual guidelines, creating a consistent brand across product and marketing.

Product Designer Zenreach | 2019 - 2020

- Conducted foundational user research to define the company's first personas, then socialized them across all US offices through presentations, reference cards, and posters, embedding them into the team's day-to-day design and business decisions.

Visual Designer Tank Design | 2018 - 2019

- Partnered with major clients including FedEx and Live Nation to design digital assets, print collateral, and responsive systems.
- Delivered a responsive icon library of 300+ utility icons for ServiceNow, ensuring accessibility and cross-platform design consistency.

...and earlier, plenty of experience in fashion PR and visual merchandising.

Education

B.S. Visual Communication Design → San Francisco State University

B.A. Fashion Design → Istituto Europeo di Design

Languages

English → Fluent

Spanish → Native