

ALEXANDER BIGLANE

Senior Product Designer

Senior Product Designer with 10+ years of experience delivering end-to-end design across consumer and enterprise platforms at global scale. Built design systems, native mobile apps, and complex workflow products for brands including Google, PepsiCo, and Anheuser-Busch InBev — including flows used daily by 25,000 employees. Hands-on with user research, high-fidelity prototyping, and accessibility. Recently shipping consumer products independently using AI-native tools. Comfortable collaborating across Product, Engineering, and Research from discovery through launch.

EXPERTISE

End-to-End Product Design
Design Systems
Interaction Design
User Research & Usability Testing
High-Fidelity Prototyping
Consumer & Enterprise Product Design
Cross-Functional Collaboration
Accessibility (WCAG)
Mobile Design (iOS/Android)
Data-Informed Design
Customer Journey Mapping
UX Leadership & Mentorship
AI-Native Design Tools
Figma
Adobe Suite
Agile Frameworks

EDUCATION

LSU - BFA
College of Art + Design

CONTACT

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EXPERIENCE

Senior Product Designer - Centene Corporation

(2023 - 2025)

Led end-to-end product design for Builder Tools, an internal platform for managing healthcare claims and assessments used daily by clinical and administrative staff.

- **Directed design strategy** across four product areas — Assessments, Notes, IMP, and Membership Collections — owning the full lifecycle from discovery through launch.
- **Built a reusable design system** of shared patterns that unified workflows across the suite, reducing inconsistency and accelerating delivery of new features.
- **Led formal WCAG accessibility audits** as part of the delivery process, ensuring all shipped experiences met compliance standards — not just best practices.
- **Created an internal design onboarding guide** in Confluence documenting systems, resources, and design rationale, giving new designers a structured ramp into the product.
- **Mentored junior designers** through co-design sessions and structured QA reviews, establishing team rituals for feedback that raised overall quality.

Senior UI UX Designer - IBM

(2020 - 2023)

Designed software products and consumer-facing experiences for globally recognized clients including Google, PepsiCo, Anheuser-Busch InBev, and Ulta Beauty.

- **Led mobile-first design for PepsiCo's Sales Hub+**, a native iOS application used daily by 25,000 field employees — establishing interaction patterns and platform conventions that scaled across 1,000+ screens.

- **Designed Anheuser-Busch InBev's consumer-facing Portuguese mobile app**, creating a gamified, point-based rewards experience with engagement loops that drove repeat usage.
- **Led user research, interviews, and usability testing** across multiple client engagements — scheduling and conducting sessions, synthesizing findings, and translating data directly into design decisions.
- **Built a central CRM repository for Google** working onsite in Sunnyvale, using Salesforce Lightning Design System (SLDS) to create a consistent, scalable interface.
- **Mapped end-to-end customer journeys**, developed personas and user stories, and built high-fidelity interactive prototypes to validate product decisions with stakeholders.

User Experience Designer - Blue Cross and Blue Shield of Louisiana

(2014 - 2020)

Designed and evolved the consumer-facing member portal, serving over 2 million members across web and mobile.

- **Led design of the member portal** — including a scalable mega menu navigation system — serving 2M+ members with varying levels of digital literacy.
- **Built micro-sites** for healthcare products, events, and campaigns, delivering polished, accessible experiences across responsive breakpoints.
- **Applied WCAG accessibility standards** and human-first design principles across all work, building a discipline that carried through every subsequent role.

Independent Product Designer - Personal Projects

(2023 - Present)

Building and shipping consumer products independently using AI-native tools.

- **Built and launched TomeWorlds**, a consumer iOS app for world-building, end-to-end using Claude Code, Cursor, and Codex — handling product design, prototyping, and development.