Alexander Jones

Staff-level product designer · AI-native products, design systems and design-to-code tooling

London · UK/US citizen, no sponsorship needed · **Available now** alexander@jones7.design **jones7.design**
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SUMMARY

Product designer who builds. 20+ years in Silicon Valley, at Palo Alto Networks, PagerDuty, Samsung and Sony, most recently leading design for an AI-powered security operations platform at Stellar Cyber. I turn complex technical workflows into products people can actually use, and I build the systems and AI tooling that let a team ship good UI fast.

At Stellar I owned the design system and, working on my own with AI agents, taught our AI tools the UX judgement and workflows a designer brings, so business units could ship UX-approved prototypes without waiting on design. I also built the design-to-code governance the engineering org's AI development workflow runs through. Independently, I conceived, designed, built and shipped CRNCH, an iOS app now live on the App Store.

Looking for a Staff or Principal role, or a founding design role, in London or remote.

EXPERIENCE

Stellar Cyber · Lead Product Designer — Oct 2022 to Oct 2026 · Bay Area, then London remote

Led product design for an AI-powered security operations platform. Owned the design system and the AI design-to-code tooling.

- **Taught AI how people use software.** Encoded UX judgement, human interaction patterns and analyst workflows into the guidance our AI tools read, growing it from about 60 lines of prohibitions to about 170 including real craft rules. Business units began shipping UX-approved prototypes straight to engineering, guided by a virtual version of design review, so design stopped being the bottleneck for every screen.
- **Built governance for AI-generated UI, solo with AI agents.** A design-to-code gate checks AI-generated and hand-built UI against the system, snaps it back, and files typed gaps instead of letting new UI get invented unreviewed. It became a named step in the engineering org's AI development workflow, other teams' tooling calls it, and the CTO sponsored rolling it out to designers and PMs.
- **Made the design system the platform.** Owned it end to end across Figma and the Angular UI kit: tokens, components, accessibility and release. Leadership moved to consolidate two design systems onto it.
- **Changed the roadmap with evidence.** An audit of about 100 hand-built elements found only about 7 the system genuinely lacked, so investment moved from building more components to making existing ones findable.
- **Designed complex analyst workflows.** Designed and shipped a configurable dashboard builder in code alongside engineering, and set the direction for AI investigations that show their evidence and uncertainty, with actions that make impact and reversibility clear.
- **Hands-on in code.** Angular, TypeScript, Tailwind, Claude Code, Cursor. Fixed a regional date bug that had survived two earlier fixes, and changed how component tests are written.

CRNCH · Founder, designer and builder — Independent product

A credit card app for iOS that tells you what you can safely spend today.

- Conceived, designed and built it end to end: product, brand, design system and code (React Native). Live on the App Store.
- Three-step setup (banks in, cards confirmed, a pace you can keep) and an honest paywall that shows the renewal price up front.

Palo Alto Networks · Senior Product Designer — May 2020 to Sep 2022 · California

- Owned a series of rapid proof-of-concept prototypes built for the CEO, Nikesh Arora.
- Effectively the only in-house designer for the IT organisation of about 1,000 people, and owned the process for how IT teams engaged UX resources.

PagerDuty · Visual Lead — Aug 2016 to Jul 2020 · San Francisco

- Joined as the only designer, then led the design team for three years.
- Designed the complete launch package for the company's IPO on the New York Stock Exchange.
- Led two full brand refreshes, the second with COLLINS, and designed every PagerDuty Summit for four years, ending with a full takeover of Union Square, San Francisco.

PRO Unlimited · Senior Visual Designer — Feb 2014 to Aug 2016 · San Francisco Bay Area

Samsung, Sony and contract work — 2011 to 2014

- Samsung Electronics, Senior Visual Designer. Sony, Senior UI/UX Designer: Android apps from first wireframes to launch, with the San Diego and Tokyo design centres. Milyoni, Lead Visual Designer.

EARLIER

Creative Director at Strikeforce MMA, leading a full brand reinvention (2009 to 2012). UI Designer at Align Technology. Senior Designer at Shutterfly.

SKILLS AND EDUCATION

Product design for complex platforms, AI product design, design systems, design-to-code governance, prototyping in code, brand systems. Figma, Angular, TypeScript, React Native, Tailwind, Claude Code, Cursor.

Cogswell Polytechnical College, Computer Video Imaging.