

ALÏ GRÏFFÏN

Salt Lake City | aligriffin415@gmail.com | 650-656-7284 | [linkedin](#)

GOOGLE

Independent Contractor – Gemini | April 2026 — Present

Leading design strategy for Gemini new users, designing an agent lead onboarding experience to optimize first-time user onboarding, reduce cognitive load, and build sustainable engagement loops. Designed a system for Gemini to notify users and a notifications center to house the updates.

NAVAN

Senior Manager, Product Design | September 2020 — April 2026

Led a CEO-mandated merger of Navan's Travel and Expense apps, running an intensive sprint to deliver a unified app architecture, identity, and experience. Shifted the org's focus to minimizing the time users spent expensing. Spearheaded several projects to move this metric, most recently an agentic bulk-receipt parsing framework that automated manual expenses. Directed design systems, collaborating with engineering to rebuild the product on a scalable, tokenized foundation.

FACEBOOK

Product Designer | November 2015 — September 2020

Conceptualized 0-to-1 product strategies leveraging machine learning to simplify and automate creation across core Facebook experiences. Within Facebook App Monetization, drove the design of instant ads (formerly Canvas) from inception to launch, including native shopping features. Built an automated tool that enabled small businesses to easily create instant ads.

UNDERBELLY

Product Designer | March 2012 — November 2015

Was an embedded consultant for clients including Facebook and Netflix, led strategic projects from concept to launch, while co-hosting agency workshops, mentoring designers, and elevating team capabilities.

EDUCATION

Bachelor of Fine Arts, Graphic Design | 2005 — 2009