

Alex Liston

User Experience Design Leadership

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Digital Experience innovator with 15+ years leadership experience and 40+ US patents. Known for continuously improving efficiency and continuity through flexible processes, promoting accountability, reducing noise, and amplifying contributions. I'm driven by transforming complex technologies into user-centered solutions aligned with company goals.

Work Experience

VP, DESIGN & RESEARCH

Mar 2022 - Aug 2024

Xperi Corp | San Jose, CA

Implemented change management to revamp a US and European team responsible for Market Research, User Experience Research, and UX Design for various product portfolios including TiVo, HD Radio, AutoStage, Play-Fi, Perceive, DTS, and IMAX Enhanced.

- Successfully launched the TiVo Media Platform UX on the BMW automobile platform within 7 months of initial ideation due to an agile product development methodology and investment in a resilient design system.
- Recognized as an Innovation Champion for insightful leadership and problem-solving skills that lead to several prominent awards at major trade shows.
- Boosted the reputation of the Design & Research group through proposing, designing, and leading the creation of an HMI User Research Lab for automotive platform usability research and to inform user experience and design strategic planning.
- Ensured disciplined alignment with Division General Managers with analytics to drive business growth and expand market reach.
- Strategically supported the company mission through adaptable prioritization of design projects and diligently managing budgets.

SR. DIRECTOR, USER EXPERIENCE DESIGN

May 2009 - Mar 2022

TiVo | San Jose, CA

Structured and managed a talented, effective, and productive organization of Visual Designers, UX Designers, Prototypers, and Release Managers.

- Responsible for delivering product innovation, UX design, consistent visual design, partner customization, internationalization, and specifications for all retail products, SaaS products, and international partner projects for over 7 million households in more than 10 countries.
- Collaborated with partners, Product Management, and Engineering Management to define innovative features and to guide the overall roadmap of products.
- Regularly presented to Senior Management for feedback and to communicate product design direction.

SR. MANAGER, USER INTERFACE DESIGN

Oct 2003 - May 2009

TiVo | San Jose, CA

Established and scaled a design team to support and expand TiVo's partner business.

- Committed to attention to detail while communicating effectively with Product Management, User Research, Visual Design & Prototyping, QE, Customer Support, Engineering, Sales, and partners to deliver designs and user interface specifications for TiVo's B2C products.
- Reviewed product requirements and B2B contracts, participated in all core team meetings, closely monitored all bugs affecting product adoption.
- Designed and shipped applications for browsing and purchasing movie tickets and for viewing traffic, weather, and photos – the first applications on TiVo products.

UX DESIGNER

Apr 2003 - Oct 2003

Yahoo! | Sunnyvale, CA

Created navigation flows and wire-frame mockups for enterprise productivity tools. Worked closely with graphic design and a web development to deliver the completed client front-end to Engineering.

USER INTERFACE ARCHITECT

May 1997 - Jan 2003

Liberate Technologies | San Carlos, CA

Provided creative leadership, information architecture, and customer driven vision for the Liberate TVNavigator platform. Delivered interaction design, TV layouts, design concepts, and design specifications to engineering and product marketing.

UI DESIGNER

Jan 1996 - Apr 1997

Apple Computer | Cupertino, CA

Designed Macintosh Operating System features for organizing, searching, and browsing documents and information within the Macintosh Finder.

UI DESIGNER

Apr 1992 - Jan 1996

Taligent | Cupertino, CA

Applied human centered design principles to articulate user needs and create Taligent's intuitive Human-Computer Interaction metaphor for a user-friendly enterprise desktop operating system.

USABILITY RESEARCHER

Jul 1991 - Apr 1992

Apple Computer | Cupertino, CA

Designed, conducted, and documented user testing on prototypes and visionary industrial designs developed by Apple's Advanced Technology Group.

Volunteer

StartX Mentor | Board of Advisor Mentorship Program

Mar 2025 - Present

StartX

- Support Stanford-affiliated entrepreneurs
- Guide startup founders on User Experience strategy and design principles
- Advise on UX prioritization for early-stage product development

Core Skills

Design Thinking, User Research, UX Design, User-centered Design, Agile Methodology, Strategic Leadership, Communication Skills, Creative Thinking, Team Building, organizational strategy, Systems Thinking, Design Management

Education

UC San Diego

Aug 1987 - Jun 1991

Bachelor of Science Cognitive Science