Alisha Gonsalves

Senior Product Designer · Boston, MA · Open to relocate

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Summary

Senior Product Designer with 7+ years shaping B2B SaaS content and platform products. I work AI-first and iterate fast, from user research and prototyping to launch. Recent wins: $169K net-new ARR and 32% beta activation, nearly double the benchmark.

Experience

HubSpot · Cambridge, MA — Sep 2021–Nov 2026

Senior Product Designer — Nov 2023–Nov 2026

- Led design for Social Insights, an AI-assisted product that turns Reddit posts into brand insights, validated with 14 marketers and shipped to beta, where activation reached 32%, well above the 17% benchmark.
- Defined its product vision, scoped an MVP release, and partnered cross-functionally with adjacent teams to align AI recommendation patterns and shared data across products.
- Integrated AI into the design workflow, cutting prototype time from weeks to days.
- Used AI coding tools to ship copy and small UI fixes straight to GitHub as pull requests, taking minor changes out of the engineering queue.

Product Designer — Sep 2021–Oct 2023

- Drove $169K net-new ARR by migrating the standalone Knowledge Base onto HubSpot's content platform through a two-phase plan that aligned business and engineering priorities.
- Designed knowledge base features that hit 13.6% activation in 90 days, 58% above goal.
- Built a GitHub bug-reporting and design QA workflow, giving engineers clear, ready-to-fix issues and streamlining design handoff.

CentralSquare Technologies · Lake Mary, FL — Aug 2019–Aug 2021

Associate UX Designer

- Designed asset management tools for local government teams, validating direction through user interviews and usability testing.
- Set up Pendo analytics to track feature adoption and drop-off, which shaped the next release’s roadmap.

University of Maryland · College Park, MD — Sep 2018–May 2019

UX Graduate Assistant

- Co-authored a usability issues report pairing each issue with a proposed fix.
- Ran usability tests and reported user feedback to guide design improvements.

Experian · Costa Mesa, CA — Jun 2018–Aug 2018

Business UX Analyst Intern

- Audited an internal tool for usability and prototyped improvements.

Skills

- **Tools & Systems:** GitHub, Figma, Sketch, Conductor, Claude, Lovable, Amplitude, Pendo
- **Methods & Practices:** Design Systems, Interaction Design, Rapid Prototyping, Product Design, Content Design, User Interviews, Usability Testing, Research Synthesis with AI, User Flows
- **Leadership & People:** Product Strategy, Mentorship, Design Critique, Cross-functional Collaboration, Stakeholder Alignment

Education

Master of Information Management, University of Maryland — 2019

Bachelor of Engineering in Information Technology, Symbiosis International University — 2016