

ALEXANDER GERRESE

[LinkedIn](#) · alexandergerrese@gmail.com · +1 (214) 934-3321

PROFESSIONAL EXPERIENCE

META

San Francisco, CA

Staff Product Designer

2025-Present

- Led the end-to-end interaction model and EMG Neural Band gesture system for Meta Ray-Ban Display glasses; launched in September to sold-out demand and strong critical reception for its intuitive, “magical” interaction paradigm.
- Redefined the system UX and visual language for Meta Ray-Ban Display glasses during an MZ-initiated war room, unblocking launch readiness and raising overall product coherence under extreme time pressure.
- Currently leading a visual language redesign and owning the design system for a major unreleased product on the Design Foundations team, responsible for raising craft and quality across all wearable devices.
- Defined the interaction model for a second unreleased product and explored new EMG applications across smart home and ambient computing contexts.

CRUISE

Design Lead | Prev. Senior Product Designer, Product Designer

2019-2024

- Led multiple 0→1 initiatives across web, mobile, in-vehicle, and hardware surfaces, including internal-facing developer web tools, the first ridehail app experience, the next-generation Origin vehicle platform, and a CTO-led project to design a personal autonomous vehicle platform.
- Drove the vision for a next-generation intelligence-driven ridehail platform, directly leading to the redesign of both the in-car experience and mobile app.
- Built high-fidelity SwiftUI prototypes and internal tools to unblock teams, accelerate iteration, and de-risk engineering; shipped production craft fixes to the mobile app.
- Owned and maintained both the consumer and tools design systems.
- Founded and scaled a cross-team patent program, contributing to 100+ filings on the Design team (65 filed personally, 22 granted), was the top design interviewer twice, and mentored junior designers through regular critiques and 1:1s.

BOOKSHELF

Founder

2019-Present

- Founded and scaled a solo consumer mobile app business to over 600k downloads and \$600k+ in revenue
- Featured by Apple as *App of The Day* and one of their *Apps We Love*, and featured by Product Hunt.

CAMPUS ENTERPRISES

CEO & Chairman of the Board | Prev. COO, CMO

2016-2019

- Led a 40+ person organization across marketing, product, and operations at Duke's largest student-run business; ranked the #1 shareholder each year.
- Built and launched GoBringIt, a student food delivery platform using campus meal points.
- Rebuilt mentorship, recruiting, and incubation programs, materially improving talent pipeline and business throughput.

UBER

Innovation Engineer & Kleiner Perkins Fellow | Prev. Intern

2017-2018

- Selected as 1 of 14 KP Design Fellows from 2,500+ applicants.
- Incubated and launched an UberEATS concept (“Runners”) from 0→1, designed, built, and test-launched in Mexico City.
- Presented to and received funding from the CTO for Driver Signup Kiosk 2.0 and Support Kiosk 2.0 projects.

EDUCATION

DUKE UNIVERSITY

Durham, NC

Bachelor of Science in Computer Science, Innovation & Entrepreneurship Certificate

2015-2019

ADDITIONAL INFORMATION

- Technical Skills: AI-native workflows, SwiftUI/UIKit, React Native, React, Blender, Spline, Rive
- Awards: Cruise Top Inventor (2x), Apple *App of the Day* & *Apps We Love*, KP Design Fellow, Goldman Sachs Stock Pitch (2nd), HackDuke ConsenSys Prize, Perfect ACT Score, National AP Scholar
- Languages: Native in English, Bilingual in French, Proficient in Chinese.