

DESIGN LEADERSHIP FOR COMPLEX PRODUCT SYSTEMS

# Alejandra Lacayo

Product design leader shaping investigation workflows, map-first tools, mobile experiences, and AI-assisted interfaces. Known for bridging strategy, craft, and execution across growing teams.

CURRENT ROLE

Design Manager @ Flock Safety

LINKS

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EXPERIENCE

## Flock Safety

JUL 2021 - PRESENT

### Design Manager

Mar 2026 - Present

- Lead and mentor a growing design team, hiring product designers and setting guidelines and practices that keep the team nimble.
- Partner with product and engineering leadership on roadmap direction, product strategy, and cross-functional execution.

### Lead Product Designer

Mar 2024 - Mar 2026

- Led design for a multi-source investigation platform and a natural language search interface for prompt-based queries across complex data sets.
- Established UX patterns for AI-assisted investigations, including conversational agents, evidence summarization, and report generation.

### Senior Product Designer

Jul 2021 - Mar 2024

- Rearchitected a map-first investigation experience and designed the first mobile app for the product, setting patterns and roadmap direction for mobile.
- Collaborated with engineering to bridge design and implementation across complex investigation workflows, including AI-assisted coding workflows.

## Sincero

OCT 2018 - PRESENT

### Co-Founder & Head of Design

Oct 2018 - Present

- Engage with clients across the full design process, from discovery and validation to definition and implementation.
- Apply design methods and tools to deliver user-centric solutions that balance business and customer needs.

## Google

2017 - 2019

### Customer Experience Designer (Contract)

2017 - 2019

- Designed and delivered 30+ design thinking workshops to cross-functional teams in the Hardware organization.
- Guided teams in implementing customer-centric recommendations, ensuring alignment with brand values end to end.

## TrueAccord

MAY - SEP 2016

### Customer Experience Specialist

May - Sep 2016

- Drew insights from the company's machine learning product to help customers make better financial decisions.

FOCUS

Multi-source investigation platforms

Map-first and mobile workflows

AI-assisted product experiences

Hiring, mentorship, and team operations

METHODS & TOOLS

Workshop Facilitation

Design Thinking

User Research

Wireframing & Prototyping

Design Strategy

Information Architecture

UI Design

Figma

Cursor & Codex

EDUCATION

### General Assembly

UX Design Immersive

2016

### Loyola University Chicago

Psychology, Marketing

2012 - 2016