JOSUE ALVARADO

Senior Product Design Lead (Enterprise Platforms & Design Systems)

Toronto, Ontario, Canada | +1 905 325 0995 | hello@josalor.com
LinkedIn | Portfolio — josalor.com

_____

PROFESSIONAL SUMMARY

Senior Product Design Lead with 20+ years of experience designing and shipping enterprise platforms, internal tools, and content-heavy digital experiences. Strong background in UX, design systems, and accessibility (WCAG), with hands-on experience partnering with Product and Engineering teams to deliver scalable, high-quality solutions across global organizations.

CORE COMPETENCIES

- Product Design & Enterprise UX
- Design Systems & Accessibility (WCAG 2.2 AA)
- Interaction Design & Information Architecture
- Prototyping, User Flows & UI Specifications
- Cross-functional Collaboration (Product & Engineering)
- Design Ops, Governance & Team Leadership

TOOLS

- Figma, FigJam, Miro, Jira, Confluence, Notion, Adobe Creative Cloud, Google Analytics,
- ChatGPT, Figma AI, Notion AI, Adobe Firefly, Midjourney, DALL·E

_____

PROFESSIONAL EXPERIENCE

Scotiabank — Digital Design Lead
Toronto, Ontario | January 2022 – Present

- Led UX and UI design for public-facing and internal enterprise platforms, including key sections of Scotiabank.com.
- Contributed to the enterprise design system, defining patterns, components, tokens, and documentation to support scalable UI.
- Partnered closely with Product Managers and Engineering to deliver developer-ready designs and accurate implementation.
- Established and supported design system governance to improve consistency across product squads.
- Produced wireframes, interactive prototypes, and UI specifications in Figma.
- Collaborated with Accessibility teams to ensure WCAG 2.2 AA compliance.
- Supported discovery efforts through heuristic reviews, stakeholder interviews, and analytics insights.
- Mentored senior designers and led design critiques to improve craft and delivery quality.

Accenture Song — Digital Design Lead
San José, Costa Rica | Aug 2017 – Sept 2021

- Led UX and UI design for enterprise and multi-market digital products.
- Delivered research, interaction design, and UI solutions aligned with user needs and business goals.

- Facilitated workshops including journey mapping and co-creation with cross-functional teams.
- Defined interaction patterns, prototypes, and hand-off specifications in close collaboration with Engineering.
- Contributed to scalable design systems and component frameworks used across multiple countries.

Cheil Worldwide (Samsung LATAM) — Head of Digital
Panama City, Panama | January 2016 – August 2017

- Led digital experience strategy and delivery across Samsung LATAM, supporting platforms, e-commerce, and regional initiatives.
- Built and managed a multidisciplinary team of 10+ designers and digital specialists.
- Defined digital standards and design alignment across 15 countries.
- Partnered with regional stakeholders to improve consistency, scalability, and execution quality across markets.

Nobox — Sr. UX/UI Design Lead (Digital Products)
Miami & San José, Costa Rica | April 2014 – September 2015

- Led UX and UI design for digital products for clients including Copa Airlines, Marriott, and PlayStation.
- Designed interaction flows, prototypes, and reusable digital patterns.
- Collaborated with cross-functional teams across Miami and São Paulo.

_____

EDUCATION

- **Superior School of Advertising Creatives of Argentina** — Advertising, 2008
- **Latina University of Costa Rica** — Advertising, 2007
- **CTP Calle Blancos College** — Graphic Design / Fine Arts, 2001

AWARDS

- **Cannes Lions** — Young Lions Competition, Gold (Digital), 2010
- **Volcán Advertising Festival (Central America)** — Gold (Direct), 2010
- **Cannes Lions** — Young Lions Competition, Silver (Print), 2008

LANGUAGES

- **English** — Full Professional Proficiency
- **Spanish** — Native