JOSUE ALVARADO

Lead Digital Product Designer | Platform & System Thinking | Design Leadership

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Product design leader focused on platform ecosystems, end-to-end user journeys, and design leadership in complex, regulated environments.

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PROFESSIONAL SUMMARY

I'm a product and UX design leader with 20+ years of experience working on complex digital ecosystems across enterprise and multi-market organizations. In recent years, I've focused on platform and service experiences where multiple teams, systems, and stakeholders must align to deliver clear outcomes for users. I lead by creating clarity across ambiguity, setting direction, and helping teams move from discovery to delivery with fewer surprises. I'm strongest when the problem is complex, the surfaces are connected, and the work requires systems thinking, clear design direction, strong collaboration with Product, Engineering, and Research, and consistent execution at scale.

CORE COMPETENCIES

- Product Design Leadership (Platforms & Ecosystems)
- User Journeys, Interaction Design & Service Design
- Systems Thinking, IA & Information Architecture
- Cross-functional Leadership (Product, Engineering, Data, Ops)
- Discovery, Research Synthesis & Insight-driven Prioritization
- Design Systems & Governance (Patterns, Components, Standards)
- Team Leadership, Coaching & Quality Bar Setting
- Stakeholder Alignment & Executive Communication
- Accessibility & Inclusive Design (WCAG)
- Design Critique, Mentorship & Peer Guidance
- Operational Excellence: Dependencies, Delivery, and Consistency at Scale

TOOLS

- Figma, FigJam, Miro
- Design Systems, Component Libraries, Templates, Governance
- Journey Maps, Service Blueprints, Workshop Facilitation
- Jira, Confluence, Notion
- Adobe Creative Cloud, Design Critique, Mentorship & Peer Guidance
- AI tools (as needed): ChatGPT, Figma AI, Notion AI, Adobe Firefly

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SELECTED STRENGTHS

- Platform mindset: I'm strongest in complex ecosystems where many teams contribute to one end-to-end experience, and clarity depends on shared standards and good decision-making.
- Leadership through alignment: I help teams move faster by making scope, priorities, and trade-offs visible early, and by keeping stakeholders aligned as constraints change.
- Systems and quality: I improve consistency and delivery speed through scalable patterns, governance, and practical quality assurance, not just one-off designs.

PROFESSIONAL EXPERIENCE

Scotiabank — Digital Design Lead
Toronto, Ontario | January 2022 – October 2025

- Led experience direction for complex digital platforms used across multiple teams and lines of business, shaping interaction patterns and user flows while balancing user needs, accessibility, and delivery realities.
- Partnered closely with Product, Engineering, and Research to define priorities, support discovery, and move initiatives from early exploration into delivery.
- Translated qualitative insights and quantitative signals into clearer flows, reduced friction in key tasks, and improved experience consistency across the ecosystem.

- Strengthened design system foundations (patterns, documentation, governance) to support scale, reduce rework, and improve cross-team consistency.
- Worked closely with Engineering to deliver implementation-ready designs and to maintain quality through build cycles, including accessibility alignment.
- Led discovery activities (stakeholder interviews, heuristic reviews, analytics-informed insights) to frame problems clearly and define what "good" looks like before delivery starts.
- Mentored designers through regular critique and coaching, raising quality and building stronger decision-making across the team.
- Ensured accessibility alignment with WCAG standards through collaboration with internal accessibility partners and design reviews.
- Improved end-to-end journey clarity by refining information hierarchy, navigation logic, and task flows across connected experiences.

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

- Led experience design work for enterprise and multi-market clients, partnering with Product and Engineering to deliver platform improvements across complex service journeys.
- Facilitated workshops to align stakeholders, define scope, and turn ambiguity into clear flows, priorities, and actionable next steps.
- Defined information architecture, interaction patterns, and prototypes that supported consistent delivery across multiple surfaces and teams.
- Improved delivery quality through clearer handoff standards, reusable patterns, and governance practices shared across teams.
- Collaborated directly with client leadership to align user experience vision with business objectives across multiple markets.
- Contributed to scalable design systems and component frameworks, supporting consistency, accessibility, and quality across multiple products and markets.

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

- Built and led a multidisciplinary team (10+), setting standards, review practices, and quality bars across a multi-market digital ecosystem.
- Drove consistency at scale across 15 markets by introducing reusable templates, guidelines, and governance that improved speed without sacrificing quality.
- Partnered with senior stakeholders to align business priorities with experience standards and delivery plans across regions.

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, and Marriott
- Designed interaction flows, prototypes, and reusable digital patterns.
- Collaborated with cross-functional teams across Miami and São Paulo.

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

LANGUAGES

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