

JOSUE ALVARADO

Design System Lead | Product Design Lead | UX/UI Manager

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PROFESSIONAL SUMMARY Design leader with deep experience in building and scaling design systems across large digital ecosystems. More than 20 years crafting UX/UI at enterprise scale, partnering with product, engineering, and cross-regional teams. Experienced in governance, component libraries, tokens, accessibility, documentation, and mentoring designers. Strong foundation in systems thinking, delivery, and global collaboration. Based in Toronto.

CORE COMPETENCIES

- **Tools:** Figma, FigJam, Miro, Jira, Confluence, Notion, Adobe Creative Cloud, Google Analytics.
- **UX/UI & Product Design:** UX/UI & Product Design: User Research, Usability Testing, Heuristic Evaluation, Information Architecture, Interaction Design, UI Design, Prototyping, Wireframing, User Flows, Journey Mapping, Visual Design.
- **Design System Expertise:** Design System Governance, Decision Frameworks, Contribution Models, Component Libraries, Design Tokens, Documentation Standards, Versioning & Release Processes, Multi-product Consistency, Accessibility (WCAG 2.2 AA), Figma Architecture (Components, Auto-layout, Variants, Libraries), Cross-team Alignment with Product & Engineering, Pattern Definition, UI Specifications, Global Adoption.
- **Strategy & Leadership:** Design Ops, Cross-functional Leadership, Stakeholder Management, Roadmapping, Metrics & KPIs, Team Management, Mentoring & Coaching.
- **AI/ML Integration:** Using AI tools to speed up exploration, generate variations, and improve the overall user experience.

PROFESSIONAL EXPERIENCE

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

- Contributed to the enterprise design system by defining patterns, components, and documentation to support scalable UI across teams.
- Standardized patterns with the Design System team, contributing components and usage guidelines to improve consistency and delivery velocity.
- Partnered with engineering to ensure accurate implementation of tokens and component behavior.
- Implemented governance practices to improve consistency across product squads.
- Led the UX/UI for multiple sections of Scotiabank.com in partnership with Product, and Engineering.
- Produced wireframes, interactive prototypes, and developer-ready specs in Figma, collaborating with the Accessibility team to meet WCAG 2.2 AA standards.
- Coordinated design delivery across product owners, engineering, and cross-functional teams to meet release timelines.
- Planned and executed discovery efforts, including stakeholder interviews, heuristic reviews, and analytics deep dives, to identify friction points and opportunities.
- Supported experimentation (A/B tests and content variants) and partnered with Product Managers to interpret results and prioritize the roadmap.
- Mentored 6+ designers, setting up crits and design-ops rituals to support performance, craft, and workflow improvements.

Accenture Song (Fjord) — Digital Design Lead | *San José, Costa Rica* | *August 2017 – September 2021*

- Delivered UX, UI, and research for multi-market client products and services, aligning design decisions with customer needs and business KPIs. Conducted user interviews and research to gather key insights.
- Facilitated workshops (journey mapping, opportunity framing, co-creation) with cross-functional teams and senior stakeholders.
- Defined interaction patterns, prototypes, and hand-off specifications, partnering with engineers through delivery and QA.
- Stayed ahead of digital trends and coached designers on best practices in user-centered design.
- Drove end-to-end delivery from strategy to UI specs in collaboration with multi-disciplinary teams.
- Built cross-market component standards and frameworks used across multiple countries.
- Worked on design ops foundations and design system scalability for enterprise clients.
- Supported the creation and maintenance of design standards and reusable patterns for enterprise clients, contributing to system consistency across markets.

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

- Led regional digital communications for Samsung LATAM, built a multidisciplinary team of 10+ members from the ground up to deliver digital campaigns and interactive experiences for the LATAM region.
- Directed creative content for social, web, and retail activations, coordinating with regional stakeholders and measuring audience engagement.
- Unified strategies, tools, and communication across teams in Latin America, transforming alignment among the Digital Marketing Samsung offices.
- Unified digital standards and design alignment across 15 countries in LATAM, improving consistency across markets.

Nobox — Senior Design Director | *Miami, FL & San José, Costa Rica* | *April 2014 – September 2015*

- Led UX/UI, and visual design on projects for key clients, including Copa Airlines, Marriott, and PlayStation.
- Developed concepts, prototypes, and reusable digital frameworks, collaborating with teams in Miami and São Paulo to ensure high-quality delivery.

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

LANGUAGES

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