

JOSUE ALVARADO

Product Design Lead (UX/UI) | Design Manager

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PROFESSIONAL SUMMARY Senior Product Design leader with over 20 years of experience across the banking, consumer electronics, and travel sectors in Latin America and North America. Expert in planning and delivering end-to-end UX—from discovery and research to interaction design, visual design, prototyping, and design QA. I partner closely with Product and Engineering teams to deliver user-centered solutions. Strong background in design systems, accessibility (WCAG 2.2 AA), experimentation, and stakeholder management. Bilingual in English and Spanish.

CORE COMPETENCIES

- **UX/UI & Product Design:** User Research, Usability Testing, Heuristic Evaluation, Information Architecture, Interaction Design, UI Design, Prototyping, Wireframing, User Flows, Journey Mapping, Visual Design.
- **Strategy & Leadership:** Design Systems, Design Ops, A/B Testing, Accessibility (WCAG 2.2 AA), Cross-functional Leadership, Stakeholder Management, Roadmapping, Metrics & KPIs, Team Management.
- **Tools:** Figma, FigJam, Miro, Jira, Confluence, Notion, Adobe Creative Cloud, Google Analytics.
- **AI/ML Integration:** Focus on how you use AI to improve user experience.

PROFESSIONAL EXPERIENCE

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

- Led the UX/UI for multiple sections of Scotiabank.com in partnership with Product, Engineering, and Data teams.
- Standardized patterns with the Design System team, contributing components and usage guidelines to improve consistency and delivery velocity.
- Planned and executed discovery efforts, including stakeholder interviews, heuristic reviews, and analytics deep-dives, to identify friction points and opportunities.
- Produced wireframes, interactive prototypes, and developer-ready specs in Figma, collaborating with the Accessibility team to meet WCAG 2.2 AA standards.
- Supported experimentation (A/B tests and content variants) and partnered with Product Managers to interpret results and prioritize the roadmap.
- Mentored designers and established crits and design-ops rituals to elevate quality and alignment.

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.

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 15 countries in Latin America, transforming alignment among the Digital Marketing Samsung offices.

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 design systems, 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