

JOSUE ALVARADO

Experience Design & Creative Leader | Brand Systems, Digital Experiences & Visual Strategy

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Design leader with experience across agency, consulting, and enterprise environments, helping organizations connect brand, digital experiences, and design systems into scalable customer and business solutions.

PROFESSIONAL SUMMARY

Design leader with a trajectory spanning agency, consulting, and enterprise environments, helping organizations evolve brands, digital experiences, and scalable design systems across complex products and customer touchpoints. My work brings together experience strategy, visual communication, UX, and design leadership to create solutions that are clear, engaging, and built to scale. I enjoy working where business, technology, and design intersect, partnering with executives, marketers, product teams, engineers, and subject matter experts to translate complexity into meaningful experiences. I'm equally comfortable defining creative direction, leading multidisciplinary teams, building design systems, and staying hands-on to craft high-quality visual and digital experiences.

SELECTED HIGHLIGHTS

- Led digital experience, branding, and design initiatives across enterprise organizations and global brands.
- Built scalable design systems, reusable templates, and visual standards that improved consistency across teams and products.
- Directed multidisciplinary creative and UX teams across North and Latin America within financial services, healthcare, telecommunications, retail, and consumer technology.
- Helped organizations navigate digital transformation, rebranding, and modernization through human-centered design.
- Partnered with organizations including Scotiabank, Accenture, Samsung, Copa Airlines, BD, and Nutribullet.

CORE COMPETENCIES

- UX Strategy for Enterprise & Internal Platforms
- Digital Experience & Visual Design
- UX Frameworks, Design Systems & Governance
- Interaction Design, Information Architecture & User Flows
- Brand Experience & Customer Journeys
- Cross-functional Leadership (Product, Engineering, Data, Operations)
- Discovery, Research Synthesis & Experience Framing
- Creative Direction & Experience Strategy
- Team Leadership, Coaching & Quality Bar Setting
- Stakeholder Alignment & Executive Communication
- Accessibility, Inclusive & Responsive Design
- Design Critique, Mentorship & Team Development

TOOLS

- Figma, FigJam, Miro
- Design Systems, Component Libraries & UX Governance
- Journey Mapping, Service Blueprints & Experience Frameworks
- Data Visualization Collaboration (Power BI environments)
- Jira, Confluence, Notion
- Prototyping, Interaction Flows & UX Documentation
- AI-enabled Design, Research & Prototyping Workflows

SELECTED STRENGTHS

- **Creative leadership:** Experience leading multidisciplinary teams across branding, digital experiences, design systems, and enterprise initiatives while helping people grow and produce high-quality work.
 - **Experience strategy:** Strong ability to connect business goals, customer needs, and visual storytelling into cohesive digital experiences.
 - **Design systems:** Build scalable design frameworks, reusable components, and governance models that improve consistency across products, brands, and teams.
 - **Connecting people and ideas:** Comfortable bringing together executives, marketers, product teams, engineers, and creatives around a shared vision and clear direction.
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PROFESSIONAL EXPERIENCE

Spellbound — Digital Design Lead (Experience Design)

Remote | October 2025 - Present

- Led experience design across digital products, visual systems, and customer experiences for health, retail, and energy organizations, balancing user needs, business goals, and technical constraints.

- Worked closely with product managers and engineering teams to design interaction flows, prototypes, and interfaces that balanced usability with operational requirements.

Previous engagement | August 2021 - January 2022

- Partnered with cross-functional teams to design user flows and interfaces that balanced user needs, business requirements, and technical constraints.
- Applied research insights and usability feedback to improve workflows, clarify information hierarchy, and support better product decisions before delivery.

Scotiabank — Digital Design Lead

Toronto, Ontario | January 2022 – October 2025

- Led experience design initiatives across enterprise platforms, helping align digital experiences, brand standards, and design systems across internal products and services.
- Partnered closely with Product, Engineering, HR, and operational stakeholders to translate internal workflows and business requirements into clearer user flows and interface structures.
- Strengthened design system foundations and UX standards, contributing patterns, documentation, and governance practices that improved consistency across internal and public digital platforms.
- Simplified complex navigation structures and task flows across internal tools, improving clarity and reducing friction in everyday employee workflows.
- Led discovery activities including stakeholder interviews, heuristic evaluations, and analytics reviews to identify opportunities for improving internal digital experiences.
- Collaborated with engineering teams to deliver implementation-ready designs and maintain UX quality through development cycles.
- Mentored designers through critique sessions and design reviews, helping raise UX quality and strengthen design decision-making across the team.
- Ensured accessibility alignment with WCAG standards through collaboration with accessibility specialists and design validation processes.

Accenture Song — Digital Design Lead

San José, Costa Rica | Aug 2017 – Sept 2021

- Led experience design initiatives across digital platforms, customer experiences, and service ecosystems for banking, retail, and energy organizations as part of Accenture Song (formerly Fjord).
- Worked with strategists, product owners, engineers, and business stakeholders to design scalable digital services and internal enterprise platforms.
- Defined information architecture, interaction flows, and interface structures that supported usability and consistency across complex systems.
- Contributed to reusable design frameworks and patterns used across multiple client engagements, supporting scalable delivery and design governance.
- Maintained a hands-on role in interaction design, prototyping, and UX refinement while mentoring designers and supporting collaborative workflows.

Cheil Worldwide (Samsung LATAM) — Head of Digital

Panama City, Panama | January 2016 – August 2017

- Led digital experience, brand, e-commerce, and content initiatives for Samsung LATAM across 15 markets, connecting brand strategy, customer experience, and regional execution.
- Built and led a multidisciplinary creative team of 10+, establishing design standards, creative direction, and consistent workflows across regional markets.
- Introduced reusable frameworks and guidelines that improved consistency and speed across distributed teams.
- Partnered with senior stakeholders to align digital experience direction with business priorities and operational realities.

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
- Additional training in UX, Digital Strategy, Research and Interaction Design through industry workshops and professional development programs.

LANGUAGES

- English – Full Professional Proficiency
- Spanish – Native
- French – Limited working proficiency