

Jarell Alvarez, Intermediate Product Designer

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Introduction

Human data driven, community-oriented designer with over 3 years of experience on mobile and web design through freelance and managing numerous consumer and internal projects. User-focused approach on designing end-to-end user centered products, ensuring empathy with people and design solutions based on evidence, all while embracing collaboration and feedback through agile and other methods. Strong passion for front end development, and prototyping for problem solving and various catering to communication styles.

Skills

- Wireframing
- Interactive Prototypes
- User Flow
- Mentoring
- Sketch
- User Research
- Usability Testing
- HTML/CSS/JS and Animation
- Design Systems
- Strategic Thinking

Experience

Prevue HR, Solo Product Designer

July 2020 – October 2020

- Co-ordinated recreation of platform cross-functionally with COO, CEO, Sales, Customer Success Managers, Engineers, Psychologists over 10 million candidates use for job fit assessment. Focus on growth and engagement KPIs for scalability and sustainability
- Focused on internal and external facing growth of data and client experience
- Delivered highly detailed UX research and deliverables such as: stakeholder interviews, user flows, user stories, over 20 hours of user interviews, competitive analysis and usability testing, prototyping, accessibility, wireframes, low-fi and hi-fi mockups

Vancouver Design Check In, Founder and Manager

April 2020 - Current

- Created Vancouver's largest and only engaged digital design slack group with over 200 UX, UI, Graphic and Product designers of all experience levels. Collaborating with other design communities internationally to further communities worldwide
- Empowering, mentoring and connecting designers through bi-weekly AMA style google meetings, logo challenges, portfolio reviews and automated donut coffee chats

UI Avenue, Solo Product Designer

June 2019 - Current

- Managing and designing onboarding, wireframes, design system, information architecture, style guide, customer journey, and hi-fi mockups on Sketch for growth analytics dashboard
- Conducting user and landscape research, customer journey for onboarding flow
- Worked cross-functionally with startup CEO, Engineers, Marketing for a complex data visualization dashboard featured on the Shopify for e-commerce

Freelance, Self Employed

November 2018 – Current

- Co-ordinated with developer, CEO for healthcare chiropractor website within a two-week deadline focusing on usability, accessibility and branding for responsive design
- Redesigned print service order dashboard for Royal Printers Ltd. to improve client experience and turnaround time. Produced lo-fi wireframes, hi-fi mockups, information architecture and used Invision to prototype and show user flow through whimsical

Convertus Digital, Senior UI/UX Designer

March 2017 – November 2019

- Worked cross-functionally Product Managers, Engineers, Sales, Organic and Paid Search in a mid-stage start up agency creating efficient team process and workflows, accessibility. Decreased bounce rate, churn and increased conversions for key project.
- Training and managing junior designers by ensuring they hit their monthly KPI's and roadmap projects
- Managed and organized B2B/B2C portal solutions, Conversational UI, design system for e-commerce dealerships across Canada, created user flows, brainstorming, mockups, UX research, mobile first designs, micro-interactions, user testing, prototyping and style guides. Specialized in Sketch and Photoshop

Volunteer

My SoulTeam, Contributor

September 2020 – Current

- Empowering the design community by posting jobs, creating podcast questions and working on other facets of the website

BCIT, Graduate Mentor

September 2018 – Current

- Prepared mentee for finding a future career by polishing their networking, resume building, portfolio and interview skills

Education

BCIT Digital Design and Development, Distinction

September 2015 – May 2017

- Designed, developed, and created interactive, dynamic, and immersive applications across a myriad of digital media platforms
- Managed and co-created 16 magazines at BCIT Link Magazine contributing to design, photography, event planning, writing and editing