

# Jarell Alvarez, Senior Product Designer, Instructor

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## Introduction

Enterprise-focused Senior Product Designer, instructor and design community founder with 8+ years designing complex SaaS, analytics, and B2B platforms for start-ups, agencies and mid-sized companies. Experienced in transforming large datasets, GIS inputs, user interviews and complex logic into clean, scalable dashboards. Passionate about climate-resilient tech and translating agricultural complexity into clarity. Adept at UX end-to-end: framing research, designing intuitive flows, and building dashboards that empower real-world decision-making.

## Skills

- Data Visualization & GIS Interfaces
- Complex Workflow Design (SaaS, AI dashboards, risk tools)
- Dashboard & Analytics UI (Figma, Framer, Tailwind, WCAG compliance)
- Interaction Design & Prototyping
- User Interviewing & Moderation
- Design Systems & Visual Language Development
- Cross-Functional Collaboration with PM, Engineering, and Stakeholders
- HTML/CSS/JavaScript (basic fluency)

## Experience

BCIT, Part Time Design Instructor

August 2024 - Current

- Lead UX/UI courses on usability testing, systems thinking, and human-centered design.
- Mentor and guide student teams through full product lifecycles for web and mobile.

Copperleaf, Senior Product Designer

March 2021 – July 2024

- Led redesigns for enterprise decision analytics dashboards used by asset-intensive organizations to optimize performance, manage risk, and resource allocation.
- Designed Framework Designer, enabling clients to build and adapt decision-making frameworks — without deep technical expertise.
- Tackled 6-month UX research and testing process through several rounds of interviews with 13 key stakeholders, collaborating with UX research director and PM, user testing mvp and rapid iterations.
- Designed predictive, AI-powered GIS maps and scenario tools for multi-layered asset data. Built modular components for large data sets with multi-user access flows.
- Partnered with PMs and engineers to integrate design system updates, WCAG accessibility, and multi-stakeholder feedback.

Convertus Digital, Senior UI/UX Designer

March 2017 – November 2019

- Start-up specializing in B2B Automotive dealership websites and scalable backend systems to improve workflows, increase customer conversion and scale the unknown.

- Built reusable UI components, maintained design consistency, and mentored junior designers.

Vancouver Design Community, Founder

April 2020 - Current

- Built and lead a 4,000+ member community hosting workshops, events, and networking focused on UX, data design, and systems thinking.

## Education

BCIT Digital Design and Development, Distinction

September 2015 – May 2017

- Focused on innovative design and development, creating applications that meet stringent consumer demands and operational standards.

## Additional Experience

Steel Croissant, Contract Product Designer

August 2024 – November 2024

- Designed dashboards, reporting tools, and UI systems for B2B SaaS clients for transportation using AI.
- Created scalable UI systems and responsive layouts in Figma, collaborating closely with engineers for feasibility.

UI Avenue, Founding Product Designer

June 2019 – April 2021

- Built 0→1 e-commerce analytics dashboards with interactive data visualization for sales and operational tracking for Shopify owners.
- Led full-stack UX from wireframes to analytics reports.

Prevue HR, Contract Product Designer

July 2020 – October 2020

- Redesigned AI job-fit analytics platform, improving assessment transparency and reporting dashboards.
- Going through full UX research process by interviewing 21 HR and Recruiters and gathering insights, affinity mapping, alignment, prioritization and testing.