JARELL ALVAREZ
Senior Product Designer, Instructor

## ABOUT

Senior Product Designer, instructor, and design community founder with **9+ years** shaping complex SaaS, AI-assisted, and enterprise products. Skilled in translating complex workflows, user research, and automated systems into clear, trustworthy experiences. Strong systems thinker with deep experience in interaction design, accessibility, design systems, and cross-functional product delivery at scale.

## WORK EXPERIENCE

**MAVI** 2026_02 – Current
*Lead Product Designer*

- Own end-to-end design across AI-assisted talent, customer, and internal products, translating complex hiring, vetting, scheduling, and onboarding workflows into clear and trustworthy experiences.
- Led research with 15 stalled candidates, translating scheduling, automation, and recovery failures into prioritized recommendations.

**BCIT** 2024_09 – Current
*Design Instructor, D3 Program*

- Teach UX/UI, usability testing, accessibility, and systems thinking while mentoring teams through complete mobile/web product lifecycles.

**Copperleaf** 2021_03 – 2024_07
*Senior Product Designer*

- Designed enterprise analytics workflows, transforming complex performance, risk, and investment data into clear, actionable experiences.
- Led 6 months of multi-round research with 13 stakeholders to validate and iterate MVP designs with product and engineering.
- Designed predictive AI-powered GIS maps, charts, filters, and scenario tools for multi-layered asset data and complex data visualization
- Partnered with PMs and engineers on design systems, accessibility, implementation, and multi-stakeholder feedback..

**Vancouver Design Community** 2020_04 - Current

*Founder*

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

## TOOLING

Figma
Sketch
Notion
Jira
Dovetail
Whimsical

## SKILLS

AI-Assisted UX
Journey Mapping
Complex Workflows
Systems Thinking
Interaction Design
Mobile-First Design
Prototyping
Design Systems
User Research
Usability Testing
Cross-Functional Collaboration
Error States & Recovery
WCAG Accessibility

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## WORK EXPERIENCE

**Convertus** 2017_03 – 2019_11
*Senior Product UI/UX Designer*

- Designed B2B automotive platforms and complex dealership workflows while building reusable UI components and maintaining design consistency.

## EDUCATION

**BCIT** 2015_09 - 2017_05
*Digital Design & Development, Distinction*

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

## FUN FACTS

Freelance Photographer (film, digital) & Model
Apple lover
World Traveller
Volleyball competitor
Golf enthusiast
Chef extradonaire
Fantasy nerd

## ADDITIONAL WORK EXPERIENCE

**Professional Photographer** 2021_11 - Current
*Freelance*

- Redesigned AI job-fit analytics platform, improving assessment transparency and reporting dashboards.

**Steel Croissant** 2024_08 - 2024_11
*Contract Product Designer*

- 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.

**Prevue HR** 2020_07 - 2020_10
*Contract UX Researcher*

- Redesigned AI-assisted candidate assessment platform, improving transparency and recruiter reporting dashboards.
- Conducted end-to-end UX research with 21 HR and recruiting professionals, synthesizing interviews through affinity mapping, prioritization, and iterative usability testing.

**UI Avenue** 2019_06 - 2021_04
*Founding Product Designer*

- 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, bespoke design system and analytics reports.

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