

Vanessa Alvarado

Product Designer | alvaradosva@gmail.com | alvaradosva.com

SKILLS

Software:

Figma
FigJam
Sketch
Miro
Adobe CC
Webflow

Hard Skills:

UX & UI Design
Responsive Web Design
Accessibility Design
Information Architecture
Competitive Analysis
Journey Mapping
Product Design
Human-Centered Design
End-to-end Design
Prototyping
Wireframes
HTML
CSS

Soft Skills:

Empathy
Collaboration
Ideation
Feedback
Communication

Languages:

English
Spanish

EXPERIENCE

Swiftly

Senior Product Designer | July 2022 – December 2023

- Conducted user research, market research, and data analysis to inform long-term planning and quarterly roadmaps; working alongside other Designers, Project Managers, and Engineering Managers.
- Led the design and implementation of product features such as Passenger Count, Headsign Connector, and Route Groups, collaborating closely with Product Managers, Engineers, and Stakeholders.
- Championed the evolution of a dynamic design system, ensuring consistency and reusability by both maintaining existing assets and contributing new ones.

Grommet

Product Designer | May 2021 – April 2022

- Identified key areas of focus, lead competitive analysis, designed high-fidelity mockups, and conducted usability testing while working on a cross-functional, fully remote team.
- Redesigned and shipped 3 separate customer-facing e-commerce pages. My top-performing redesign (Product Detail Pages) increased add-to-cart rates by an impressive 27%.
- Established a Design System for a refreshed Brand Identity, empowering a collaborative team of 2 designers and 4 engineers to seamlessly align and iterate.

BlueLabs

Visual Designer | June 2015 – April 2021

- Partnered closely with cross-functional teams in PM, Engineering, Research, and Operations to iterate on design assets at the crossroads of user needs and business goals.
- Led the research and design for a major project, Ripple – a SaaS tool that used data visualization to help customers get a full profile view of an audience.

HY.LY

Visual Designer | July 2013 – June 2015

- Created editable templates for email newsletters to make it easy for customers to customize their own campaigns. The templates were built using a combination of HTML and CSS.
- Collaborated with clients to make adjustments to their existing websites via Wordpress' backend.

VOLUNTEERING

Clinic Access Support Network

Product Designer | March 2020 – Present

- Worked closely with engineers and a project manager to design and grow a ride-share app; redesigning to a 46% reduction in help tickets after joining.
- Migrated designs from Sketch to Figma and created a Design System of components in the process.

EDUCATION

User Experience Design Circuit

General Assembly
Completion Date: July 2016

Bachelor of Fine Arts — Graphic Design

The Art Institute of Washington
Completion Date: April 2013