

Jose Alvarez

UX/UI & Product Designer

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PROFESSIONAL SUMMARY

UX/UI and Product Designer with 4+ years of experience designing user-centered interfaces, design systems, prototypes, and product workflows. Strong in turning ambiguous problems into clear user flows, high-fidelity UI, and scalable product experiences. Shipped a live AI-powered UX tool that reduced documentation time by 60% and a catalog SaaS in production with real clients.

SKILLS

Product & UX

Product Design, UX/UI Design, User Flows, Information Architecture, Wireframing, Prototyping, Behavioral UX.

UI & Systems

Figma, Design Systems, Auto Layout, Components and Variants, Design Tokens, High-fidelity UI, Responsive Design, Visual Design.

Research & Strategy

UX Research, Product Strategy, Usability Testing, Competitive Analysis, Journey Mapping, Metrics Definition.

Tools & Handoff

Design Handoff, Notion, After Effects, Premiere Pro, HTML/CSS Basics, AI-assisted Workflows, Git.

PROFESSIONAL EXPERIENCE

Product Designer

2020 - 2024

Serudda - Digital Content Platform

- Owned end-to-end UX/UI design for a growing digital content platform, defining visual language, layout systems, and interaction patterns across a multi-year catalog
- Built a complete Figma design system with reusable components, variants, tokens, and auto-export workflows to keep visual output consistent at scale
- Used engagement data to iterate on layout, visual hierarchy, and content structure, improving clarity and audience retention

PRODUCT PROJECTS

Product Designer

2026

UX AI Generator - odejbyjose.com/project-1.html

- Reduced UX documentation time by 60% by designing a guided discovery flow that turns rough product ideas into structured UX artifacts
- Designed 10+ UX deliverables per project, including briefs, personas, user flows, problem statements, metrics, assumptions, and journey maps

Product Designer & Builder

2026

ByMakers - odejbyjose.com/bymakers.html

- Designed a multi-tenant catalog platform for entrepreneurs, replacing WhatsApp photo dumps and outdated PDFs with a professional, shareable catalog
- Mapped the admin-to-public-catalog experience: product upload, brand customization, public browsing, WhatsApp ordering, dual pricing, and PDF quote generation
- Designed mobile-first flows, curated visual customization, clear empty states, and a catalog experience manageable without training
- Launched with a real client: 83+ products loaded, <5 minutes per product upload, zero technical knowledge required

Product Designer

2026

Duo Git - odejbyjose.com/duogit.html

- Designed a behavioral mobile app and widget system that transforms GitHub contribution data into streak-based emotional feedback, targeting 70%+ Day 30 retention
- Defined information architecture, onboarding logic, dashboard views, league ranking, mascot states, and a full widget family for iOS and Android

EDUCATION

Technical Degree in Software Development (In Progress) - Uniminuto TecMD | 2026 - 2027

UI/UX Design Specialization - California Institute of the Arts (CalArts) | Coursera

Motion Graphics Certification - Coderhouse | 2024