

Hi there!

I’m Alejandro—product and systems designer.

CONTACT

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LANGUAGE

Spanish Native English B2/C1

EXPERIENCE

Zyter TruCare

Nov 2024 - Aug 2025

Senior Product Designer

Worked as part of a core product design team alongside the Lead Designer and another Senior Designer to redesign Zyter TruCare’s Admin Portal and implement global refinements across products like Population Health. Collaboratively developed Centrifuge v2, the updated design system, with a strong focus on accessibility and usability. As part of this effort, we introduced Dark Mode, refined the type scale for better readability, and improved overall UI consistency.

Partnered with stakeholders and PMs to gather requirements, map workflows—including edge cases—and audit existing products to identify UX gaps. Delivered high-fidelity wireframes and detailed annotations to ensure smooth handoff and alignment with engineering.

Freelance Consultant

Aug 2024 - Present

UX/UI Designer, Design Systems & Visual Designer

Dedicated to end-to-end UX/UI design, design system creation and management, web and interface design, and visual assets for marketing and internal use. My consulting work has spanned campaign materials, responsive websites, product features, and scalable component libraries. I’ve contributed to presentation design, event collateral, and branded documentation, while also leading wireframing, prototyping, and developer handoff workflows.

I’ve collaborated closely with marketing, engineering, and product teams to ensure high-quality execution and consistency across platforms. Clients include Integral, ResetOne, and O11 Platform.

Ruca

Jan 2023 - Aug 2024

UX/UI Designer

Dedicated to design system creation and maintenance, concept development, client presentations, prototyping, wireframing, functionality and feature exploration, benchmarking, auditing, user testing, and information architecture.

I have worked in the media and publishing industry, home automation, as well as B2B and digital footprint projects, including clients like Forbes, Time, Yorba, Octane11, and Neeve.

Critical Mass

Jan 2022 - Dec 2022

Product Designer

Maintained a close relationship with the Entree Health team, enabling me to work on projects from inception to release, applying techniques such as user flows, pitching, wireframing, FDA documentation, UI kit creation and implementation, handoff to development, concept creation, interactive prototyping, and feature functionality definition. Additionally, I supported the Merkley and Partners team with accessibility recommendations for multiple websites.

Dedicated to the pharma and market access industry, I have been involved in projects for brands like Merkley & Partners, Entree Health, Gilead, and Takeda.

Critical Mass

2020 - Jan 2022

Associate Product Designer

Part of multidisciplinary teams where I applied design thinking techniques such as card sorting, tree testing, content strategy, user testing, A/B testing, data analysis, advanced prototyping, information architecture, wireflows, user personas, design system creation, and handoff.

I have designed for the PR, eCommerce, marketing, and lodging industries, working with brands like Fleishman Hillard, Signet Jewelers, Airbnb, and DAS Group.

Go Touch

2018 - 2019

Junior UX/UI Designer

Involved in creating internal marketing materials and project presentations. Additionally, two apps projects JUNCOS and INEC, where I had the opportunity to implement various design techniques, including wireframing, prototyping, and UI refinements.

EDUCATION

Coursera

In Progress

Meta Front - End Development

Learning core skills in HTML, CSS, JavaScript, React, and responsive design to build dynamic and user-friendly web interfaces.

Coursera

2024

Google UX Foundation Certification

Gaining practical skills in user-centered design, wireframing, prototyping, and usability testing to create intuitive digital experiences.

Costa Rica Institute of Technology

2016 - 2021

B.S. Industrial Design Engineering

With over 5 years of experience studying and practicing models to tackle various design challenges for both physical and digital products. Explore examples of my work in my portfolio.

SOFTWARE

- Adobe Suite
- Figma Suite
- Sketch
- Adobe XD
- Axure
- Principle
- Webflow
- Fusion360
- Cinema4D
- SketchUp3D
- Processing
- Arduino
- Python
- HTML & CSS

TECHNIQUE SKILLS

- Visual Communication
- Wireframes
- Workflows
- Interface Design
- Prototyping
- Design Systems
- Usability Testings
- A11Y
- UX & UI
- UI Kits
- Concepts Explorations
- Content Strategy
- Research
- Art Direction
- Pitching