

# Juan Avalos

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Experienced Lead Product Designer with a strong background in Product Management. Proven track record in cross-functional leadership and achieving results across the product lifecycle. Skilled in research, data-driven decisions, agile methodologies, and crafting effective experiences founded on a deep understanding of users.

## WORK EXPERIENCE

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**Nativo**, Mexico City

Jun 2023 – Present

### Product and Design Consultant

- Led the UX/UI design of a comprehensive property management portal for Naya Homes, focusing on intuitive navigation and data visualization. Collaborated directly with the Product Manager, engineers, and business stakeholders to align design solutions with user needs, technical constraints, and business objectives, ensuring a seamless and effective product experience.
- Led the redesign of Las Alamandas' website, a luxury resort, incorporating ideation workshops, surveys, and prototype testing. The outcome yielded a highly user-friendly platform that adeptly caters to diverse audiences, all while encapsulating the brand's core essence.
- Performed audience and usability analysis for the website of XALA a real estate developer located in Jalisco, Mexico. I also conducted research and analysis of monetization alternatives for their sustainability website.
- Participated in the design of 2 app projects turned to initiatives for a multinational energy company (under a NDA): an emissions optimization system and a demand configurator for clean sources of electrification.
- Participated in the design process of an application for a multinational real estate development company (under a NDA): a property tracking system, from construction management and monitoring to centralized service management.

**Isla**, Mexico City

Jan 2020 – Present

### Co-founder | Product and Design Consultant

- In charge of planning, design and development of digital products for advertising and film projects.
- Assessed diverse projects for Article 19, Government of Mexico, Walmart, Eurest, Puma.

**Frrrancais.com**, Mexico City

Oct 2021 – Nov 2022

### Co-founder | Product Lead

*Frrrancais.com is a platform to learn French through dedicated content and online courses.*

- Generated the business model and plan, conceptualized, designed and crafted the platform (MVP), as well as the content production processes.

**Roomi**, Mexico City

Jul 2018 – Jul 2020

### Product Leader, Latam

- During the transition from Dadaroom to Roomi, I was in charge of the regionalization of features to the Latin American market.

**Dadaroom**, Mexico City

Jul 2012 – Jan 2020

### Co-founder | CPO and Head of Design

*Dadaroom.com was the leading shared housing marketplace in Mexico and Latin America since 2013 (with 800k+ registered users). In 2018 the company was acquired by Roomi Inc.*

- Defined product vision, strategy and roadmaps oriented to key outcomes. With this, I contributed to achieving a free-to-paid conversion rate of 5.28% and an average NPS (Net Promoter Score) of 40.
- Conducted user segmentation to define our customers and identify key product features to focus on for sustainable growth.

- Designed and led the product team according to the platform features in dynamic teams for service and user experience, data extraction and analysis, design and development, and implemented agile design methodologies. The team focus was one of continuous iteration towards key business objectives.
- Led the product scaling to launch in Argentina, Brazil, Chile, Colombia and Peru, which took us from 180k to 240k MAU (Monthly Active Users).
- Conceptualized a matchmaking system, which increased the message exchange rate by 53% and the free-to-paid conversion rate by 34%.
- Was responsible for pricing strategies achieving the maximum growth in the average ticket from 99MXN to 230MXN.
- Conducted A/B testing experiments such as: Pricing pages targeted vs. comparative, with this we managed to increase the average ticket up to +86.5%.
- Designed and coordinated the development of the IOS App with the highest conversion rate of the platform 10% (free-to-paid) and 13% of the revenue.
- Increased activations by 50% and listing completion by 40% through a new onboarding resulting from an in-depth analysis and design process that involved much of the team.
- As a partner and CPO, I communicated weekly, quarterly and annually, to different stakeholders, product outcomes and progress through data-driven presentations.

### **Dear Future, Mexico City**

Sep 2011 – Jul 2012

#### **Co-founder | Product Lead**

- Dear Future was an outsourcing agency of UX/UI and development for web and mobile applications that built products for brands like Capgemini, Stihl, Casa Pedro Domecq, Grupo Fisher's, Ideas.

### **Proximity BBDO, Mexico City**

Jul 2011 – Sep 2011

#### **Associate Creative Director, Digital Design**

- Conceptualized the game experience and led the design team for Orbit's ad campaign, Food Creatures.
- Collaborated in Pedigree's 2012 digital positioning strategy.
- Led digital strategy for the launch campaign of Gillette Venus.

### **Lead2action (acquired by Publicis), Mexico City**

May 2007 – Apr 2011

#### **Associate Creative Director, Digital Design**

Worked on digital strategy and design (co-leading a team of 10 people) for new biz acquisition and new projects, and on email campaigns, microsites, display campaigns, lead generation and CRM programs for more than 30 top brands like:

- AUDI & Porsche: in charge of all digital marketing campaigns, I also lead the team that created the awarded AUDI interactive newsletter with the highest open rate registered by the brand in Mexico.
- Mabe: I planned and designed two awarded microsites and some ecommerce websites.

## **SKILLS**

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| ▪ Entrepreneurship and Leadership Experience      | ▪ Agile Methodologies, Jira, Confluence   |
| ▪ Cross-Functional Team Leadership                | ▪ Analytics, Excel  |
| ▪ Product Lifecycle Management                    | ▪ UX Research, UX/UI Design (Wireframing, Prototyping, Usability Testing, A/B Testing), Figma, Adobe CC |
| ▪ Business Development                            | ▪ Wordpress Development   |
| ▪ Establishment of Vision, Strategy, and Roadmaps | ▪ Spanish, English C1, French A2  |
| ▪ Strategic Prioritization                        |   |

## **EDUCATION & CERTIFICATION**

### **Tecnológico de Monterrey**

- Bachelor in Communication Sciences. Mexico, 2004.

### **Product School**

- Product Leader Certification. [Issued 04/2023.](#)