

# Juan Avalos

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Experienced Senior Product Designer with a strong background in Product Management. Proven track record in cross-functional leadership and collaboration, achieving results across the product lifecycle. Skilled in research, data-driven decision-making, agile methodologies, and crafting effective experiences to enhance user engagement and increase conversion rates, all founded on a deep understanding of users. Seeking a challenging role where I can contribute to innovative projects and grow within a forward-thinking organization.

## WORK EXPERIENCE

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**Nativo**, Mexico City

### Product and UX/UI Design Consultant

Jun 2023 – Present

- 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.
- Led the redesign of Las Alamandas' website, focusing on creating visually appealing and user-friendly designs that maintained brand consistency. Incorporated ideation workshops, surveys, and prototype testing to ensure the site aligned with marketing goals.
- Conducted heuristic evaluations for XALA's luxury product-focused website, leading to design adjustments that reduced bounce rates and increased retention, enhancing user engagement and marketing performance.
- Contributed to the design of a CO<sub>2</sub> emissions management dashboard and an energy procurement platform, focusing on translating complex concepts into intuitive, visually appealing user experiences.
- Designed an app linked to smart bins, integrating gamification and behavioral incentives to reduce waste and encourage community participation, contributing to the marketing strategy's success by increasing user interaction.

**Isla**, Mexico City

### Product and UX/UI Design Consultant

Jan 2020 – Present

- Led the design and development of various digital products for advertising and film projects, managing design consistency and aligning visual identity with business objectives.

**Frrrancais.com**, Mexico City

### Product Lead

Oct 2021 – Nov 2022

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

**Roomi**, Mexico City

### Product Leader, Latam

Jul 2018 – Jul 2020

- In charge of the regionalization of features to the Latin American market.

**Dadaroom**, Mexico City

### Chief Product Officer (CPO) and Head of Design

Jul 2012 – Jan 2020

- Conducted user segmentation to define our customers and identify key product features to focus on for sustainable growth.
- Designed and managed the development of an MVP, launching it from concept to production in six months while meeting essential functional requirements based on user research.
- Directed the design strategy based on market trends and target audience insights, achieving a distinctive brand style that positioned the company as a market leader.
- Led the design and implementation of a comprehensive email marketing system, achieving a 58% average open rate for transactional

emails and 21% for marketing emails, enhancing overall marketing effectiveness.

- Conducted A/B testing experiments on pricing pages (plan-based, personalized, and à la carte options), increasing the average ticket size by +86.5% in early interactions.

Led an A/B test experiment on the homepage, identifying variations that resulted in a +46% increase in activations and a -14% decrease in bounce rate.

- Designed the iOS App, focusing on key features such as maps and messaging, achieving the highest conversion rate on the platform, where 10% of active users upgraded to a paid plan.
- Led a multidisciplinary team that designed and developed a new onboarding process, resulting in a 50% increase in activations and a 40% rise in completed listings.
- Headed the platform redesign, implementing a design system that improved production timelines while positively impacting retention and task completion metrics.
- Led the rebranding strategy, including the brand's vision and values, aligning them with users' needs, preferences, and emotions.

**Dear Future**, Mexico City

**Product Lead**

Sep 2011 – Jul 2012

- Led the design and development of digital platforms (e-commerce, document management, and interactive web experiences), with a strong focus on user-centric design and seamless branding integration for clients like Capgemini, Stihl, and Casa Pedro Domecq.

**Proximity BBDO**, Mexico City

**Associate Creative Director, Digital Design**

Jul 2011 – Sep 2011

- Conceptualized and led the design of Orbit's ad campaign, Food Creatures, incorporating engaging interactive features to enhance the campaign's digital presence.
- Collaborated in Pedigree's 2012 digital positioning strategy.
- Led digital strategy for the launch campaign of Gillette Venus.

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

**Associate Creative Director, Digital Design**

May 2007 – Apr 2011

- 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.

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## SKILLS

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| ▪ UX/UI Design & User-Centered Design                      | ▪ Jira, Excel, Analytics                  |
| ▪ Personas Creation, Journey Mapping                       | ▪ Strategic Vision, Product Roadmaps      |
| ▪ Heuristic evaluation, UX Audits                          | ▪ Startup Leadership & Entrepreneurship   |
| ▪ Agile Methodologies & DesignOps                          | ▪ Wordpress Development                   |
| ▪ Figma, Adobe Creative Suite (Photoshop, Illustrator, XD) | ▪ Spanish (Native), English B2, French B1 |

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## EDUCATION & CERTIFICATION

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- **Tecnológico de Monterrey – Bachelor in Communication Sciences.** Mexico, 2004.
  - **Product School – Product Leader Certification.** [Issued 04/2023.](#)