

Juan Avalos

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Mexico City · Open to remote or hybrid · Willing to relocate for the right role (Americas/EU)

SUMMARY

Product & UX leader with 20+ years in digital products and 10+ years leading product initiatives across marketplaces, SaaS, and platform experiences. Strengths in product strategy, analytics-led UX, experimentation, and design systems that scale across complex products. Experienced in housing and marketplace decision journeys (discovery, trust, and conversion), partnering closely with engineering and stakeholders to translate needs into shippable, high-quality experiences with measurable outcomes.

CORE SKILLS

Product Design Leadership (Discovery to Delivery) · User Journeys (Discovery, Trust, Decision) · Marketplace Dynamics & Trust Signals · Design Systems & UX Quality (components, tokens, governance) · Experimentation & Measurement (KPIs, A/B, telemetry, Mixpanel/GA4) · Information Architecture & Content Taxonomy · Data-heavy Workflows & Visualization · Cross-functional Leadership (PM/Eng/Data) · Agile/Scrum · Stakeholder Communication (briefs, demos, status) · Platform Onboarding & Enablement · Payments & Monetization (secondary)

WORK EXPERIENCE

Independent / Isla / Nativo, Mexico City / Remote

Product & UX Consultant

2020 – Present

- Lead end-to-end product and UX work for platforms and portals, translating complex requirements into clear journeys, scalable UI patterns, and measurable outcomes.
- Establish experimentation cadence and analytics instrumentation (event taxonomy, dashboards, guardrails) to improve discovery, adoption, and decision-making.
- Implement DesignOps practices and design system foundations (components, specs, QA, documentation) to increase consistency and speed across teams.

Selected engagements

- Placemark – Newsroom Platform: Scalable CMS aligned with editorial strategy and technical constraints; designed for long-term use by non-technical teams, validated through research and testing.
- Naya Homes – Property Management Portal: Data-first dashboards and navigation for internal operations; close collaboration with product/engineering to tie UX to business objectives and user insights.
- Las Alamandas – Luxury Hospitality Site: UX/UI redesign to enhance visual storytelling, conversion, and brand alignment; workshops, content audits, prototype testing.
- XALA – UX Heuristic Audit: Expert review for a luxury brand website; actionable recommendations that reduced bounce and improved retention.
- Carbon Insight & GreenBox (NDA): CO₂ emissions dashboard and energy-procurement console; focused on KPI standardization, normalization, scenario modeling, and reportability.
- Project CAN (NDA): iOS app linked to smart bins; behavioral design + gamification to reduce non-recyclables and foster community participation.
- Frrrancais.com – EdTech: Founded and led the product end-to-end (strategy, UX, MVP, content workflows) and launched a 0→1 subscription with Stripe/PayPal, iterating onboarding/paywall and instrumenting KPIs (activation and conversion).

Roomi (formerly Dada Room), Mexico City / Remote

Product Lead, Latin America Expansion

2018 – 2020

- Oversaw localization of key product features post-acquisition, aligning onboarding, verification, and compliance to LATAM needs.
- Collaborated with global product/design to feed regional insights into the core roadmap and regional GTM.
- Produced country-specific content/landing variations and validated with analytics to inform adoption.

Dada Room, Mexico City

Head of Product & Design

2012 – 2018

- Led Product & Design for a housing and roommate marketplace, scaling to 800K+ users; owned discovery and trust journeys end-to-end (search, listing quality, onboarding, messaging, and conversion).
- Designed and iterated onboarding and listing flows using experimentation and funnel analytics; delivered a 50% activation uplift and a 40% listing completion uplift.
- Built DUIK design system and operating rituals with engineering (reviews, QA, reusable patterns), cutting time-to-ship from about three weeks to under one week for many iterations and experiments.
- Drove pricing and packaging experiments that increased average ticket by 86.5%, while maintaining user trust and marketplace liquidity.

Dear Future, Mexico City

Product Lead

2011 – 2012

- Designed and built e-commerce and digital platforms for clients like Capgemini, Casa Pedro Domecq, and Stihl.
- Focused on UX strategy and scalable architecture across CMS and content platforms.

Proximity BBDO, Mexico City

Associate Creative Director, Digital Design

2011 – 2011

- Led digital strategy for Orbit's "Food Creatures" campaign and Gillette Venus.
- Defined interactive content strategies and creative executions for global launches.

Lead2action (acquired by Publicis), Mexico City

Associate Creative Director, Digital Design

2007 – 2011

- Co-led a digital team scaling from ~8 to 60+ people, contributing to growth that culminated in acquisition by Publicis.
- Delivered 100+ launches (microsites, e-commerce, CRM/email, lead-gen) for 30+ brands (Audi, Porsche, Siemens, Mabe).
- Audi: led digital initiatives including an interactive newsletter achieving the brand's highest open rate in Mexico at the time.
- Established reusable UX patterns and creative ops (briefing→QA) to reduce time-to-market and improve consistency.

Naranya, Mexico City

Senior UX/UI Designer

2003 – 2007

- Built white-label communities and interactive newsletters for brands (Rexona, Endemol, Chivas, LMB), from requirements/flows to UI and front-end.
- Created reusable UI patterns and collaborated with product/engineering to keep releases on schedule and reduce rework.

LANGUAGES

Spanish (Native) · English (B2+) · French (B1+)

EDUCATION & CERTIFICATION

- **Product School** – Product Leader Certification
- **Tecnológico de Monterrey** – Undergraduate studies in Communication Sciences (Information Technology focus); prior coursework in Electronic & Communications Engineering – ~85% completed, incomplete