

Jairo Alvarez

Senior · Lead Product Designer · End-to-End, Discovery to Delivery · B2B SaaS · Fintech · E-commerce · Platform Design

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[linkedin.com/in/jairo-alvarez-forero](https://www.linkedin.com/in/jairo-alvarez-forero) | jay-alvarez.com | Remote across Europe · EOR-friendly · No sponsorship needed

SUMMARY

Product designer with 13 years of experience across banking, e-commerce, music streaming, advertising, and B2B SaaS. I specialize in digital communication and narratives, and I speak engineering as well as I speak design. I own the full discovery-to-delivery cycle on complex, multi-surface problems: problem framing, mixed methods user research, information architecture, interaction design, prototyping, and design system governance. Comfortable with ambiguity, I tend to be the one aligning product, engineering, and leadership before something goes live. In 2026, I founded MedEspañol, a DSGVO-compliant healthcare platform for Spanish-speaking patients in Germany, built end-to-end without an engineering team. My AI workflow runs at two levels: design acceleration (Gemini, Stitch, Claude for heuristic evaluation and decision validation) and full product build (Anthropic SDK, Cursor, production deployment). Based in Germany, available immediately.

CORE SKILLS

End-to-End Product Design · Discovery to Delivery · Platform Design · 0 → 1 Product Design · Product Strategy · Growth Design · Complex B2B Flows · Interaction Design · User Research (Mixed Methods) · Problem Framing · User Journey Mapping · Design Systems · Design Tokens · Figma · Wireframing · Prototyping · Information Architecture · Mobile-first · Accessibility (WCAG 2.1) · A/B Testing · Conversion Rate Optimization · Data-informed Design · AI-augmented Workflow · Generative AI · Large Language Models · Design-to-code Fluency · UX Copywriting · Stakeholder Alignment · Cross-functional Collaboration · Design Critique · Mentorship · PRD Analysis · GDPR / DSGVO · Healthcare Technology · Entrepreneurship · Agile / Scrum

EXPERIENCE

MedEspañol · Healthcare Technology · **Founder · Product Designer**

Hannover, Germany · Remote | Apr 2026 – Present

Identified a gap in the German healthcare system: Spanish-speaking patients leaving consultations with clinical documents they could not read, no path to the right resource, no doctors who spoke their language. Built three production services in five weeks. Every product, architecture, design, and compliance decision came through me. No engineering team. No prior code. DSGVO compliant, Zero Data Retention with Anthropic.

- Built an Arztbefund interpretation service using Claude Sonnet with Zod schema validation and clinical red-flag detection. Mandatory human medical review before delivery. Zero Data Retention enforced at the API level. Production, not prototype.
- Designed and shipped a symptom triage flow routing patients to the correct German healthcare resource, and 20-minute video consultations in Spanish with doctors holding German medical licenses.
- Stack: Next.js 14, Supabase Postgres, Anthropic SDK, Cal.eu, Resend, Vercel. AI-augmented workflow at two levels: design acceleration (Gemini, Stitch, Claude) and full product build (Anthropic SDK, Cursor).

Global Telecom Provider · **Senior Product Designer**

Germany · Remote | Apr 2024 – Mar 2026

Owned end-to-end product design for a travel tech platform in 190+ markets. Scoped the full cycle from discovery and problem framing through high-fidelity specs, design system governance, and release scoping. Drove cross-functional alignment across Product, Engineering, and leadership on strategy, prioritization, and delivery.

- Unified 3 divergent checkouts (web, hybrid, mobile app) into a single design system with shared tokens and component libraries. Added a fraud prevention layer for email validation and billing address matching across DE, US, and LATAM (Adyen/PSP). Audited 23 divergence points, eliminated 17. Conversion up 17%. Compliance shipped on a single timeline. Engineering adopted the validation framework as team standard.
- Redesigned the loyalty payment experience: replaced a 7-step coupon flow with a single checkout toggle that reads the user's live balance and applies it to the order in real time. Day-one redemptions rose 3.5x on first release.
- Built a B2B enterprise SaaS platform from zero as sole designer: a corporate connectivity platform for 3,000+ companies across 160+ destinations. Defined tiered plans, bulk assignment, per-employee usage tracking, and centralized billing in 15+ languages, from discovery through launch. Three reference clients in year one: airline, automotive company, bank.
- Designed the full subscription lifecycle: onboarding, plan management, cancellation, reactivation, and phone number activation. The self-service approach reduced support escalations for activation and billing across two consecutive release cycles.

- Replaced a paid Shopify tool with an internal voucher and discount platform. Core design decision: push rules to existing codes without changing them, which was critical for 50+ active influencer campaigns.
- Designed a freemium landing page converting free users to paid plans. Trial-to-paid conversion climbed 18%, support queries on coverage dropped 67%.
- Integrated AI across every stage of the design process: Gemini for heuristic evaluation and persona simulation, Stitch for rapid wireframe generation from PRDs, Claude for stress-testing decisions and running accessibility audits before formal review. Faster than waiting for a testing window.

Mercado Libre · E-commerce (100M+ users) · **Senior UX Designer**

Colombia | Feb 2021 – Apr 2024

Led seller experience design on one of the three largest e-commerce platforms globally. Operated end-to-end across discovery, research, prototyping, and delivery within a distributed cross-functional team.

- Redesigned photo moderation for millions of active listings: replaced a generic error notification with a per-photo visual marker system showing exactly which photos failed policy and why. Seller comprehension up 35%, correction time down 22%, support volume down 78%. Adopted as platform standard for moderation communication.
- Ran the full research cycle: user interviews, competitive benchmarking, moderated usability testing. Validated 3 design directions through structured concept testing with 60 sellers across app and seller centre before final ship.
- Drove cross-functional alignment across Product, Legal, and Engineering in a distributed agile team. Mentored junior designers through critique sessions and structured design reviews.

Davivienda · Banking (top-3 bank in Colombia) · **Product Designer**

Colombia | Sep 2019 – Sep 2020

Designed complex financial flows for one of Colombia's largest banks, serving millions of mobile banking users.

- Designed the Pet Insurance onboarding flow for the mobile app: plan selection through payment setup, avg task completion under 3 minutes. Research: competitive benchmarking (Mapfre, Sura, Allianz), user interviews, moderated usability testing.
- Contributed to the mobile app design system, maintaining consistency across insurance, loans, and account management surfaces. Worked with engineering to document component specs and interaction states.

TOOLS

Design: Figma · FigJam · Framer · Photoshop · Illustrator

Research: Maze · Hotjar · UXCam · Google Analytics · Moderated usability testing · A/B testing

AI: Google Stitch · Gemini · Claude · Anthropic SDK (Sonnet, Zod validation, clinical red-flag detection) · Cursor · v0

Collaboration: Miro · Notion · Jira · Slack · Confluence

Design-to-code: GitHub · Vercel · Next.js 14 · Supabase Postgres · Resend · AI-assisted implementation (Claude, v0, Cursor)

EDUCATION

Specialization in Digital Communication and Narratives

Politecnico Gran Colombiano · ZAB-recognized (Germany, Postgraduate) · 2020 – 2021

UX/UI Design Program

Coderhouse, Buenos Aires · 2021 – 2022

BA in Graphic Design

Universidad Jorge Tadeo Lozano · ZAB-recognized (Germany, Bachelor equivalent) · 2010 – 2013

LANGUAGES

Spanish: Native | English: Professional working proficiency (B2 CEFR) | German: Elementary (A2 CEFR)