

Jairo Alvarez

Senior Product Designer

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SUMMARY

Product designer with 7 years on complex products where conversion is the real measure of success. My work spans enterprise platforms built from zero, checkout architecture across multiple surfaces, and seller tools at marketplace scale. I unified three checkout surfaces (web, hybrid, and native app) for a travel platform in 190+ markets. I replaced a seven-step loyalty coupon flow with a checkout toggle that applied discounts in real time, multiplying day-one redemptions 3.5x. I led a freemium landing page redesign that brought trial-to-paid conversion up 18%. At Mercado Libre (218M active users), I ran full user research cycles and built seller tools with friction reduction as the primary design constraint. At Davivienda, I redesigned insurance onboarding using task analysis and usability testing. I map the funnel before I sketch, involve engineering early, and validate decisions with data before every handoff. Senior or sole designer across e-commerce, B2B SaaS, and fintech. Current AI practice: Gemini for heuristic evaluation and persona simulation; Claude for WCAG 2.1 auditing and structured decision validation. Based in Hannover, available immediately.

CORE SKILLS

Conversion & Growth	Checkout Architecture Funnel Design Landing Page Optimization Conversion Rate Optimization (CRO) Trial-to-Paid Optimization Onboarding Design Acquisition Flow Design A/B Testing
Design	End-to-End Product Design Discovery & Framing UX Research Wireframing Prototyping High-Fidelity UI Interaction Design Information Architecture Visual Design
Product Discovery	Product Discovery & Technical Research Technical Domain Mapping User Interviews Heuristic Evaluation Moderated Usability Testing A/B Testing Data-informed Design Competitor Analysis
Platform	B2B SaaS Design Systems Design Tokens Component Libraries Accessibility (WCAG 2.1) 0 to 1 Product Design Agile / Scrum
Tools	Figma FigJam Framer Maze Hotjar GitHub Vercel Next.js 14 Supabase Jira Confluence
AI-Augmented Workflows	LLM-Driven Heuristic Evaluation (Gemini) Behavioral Persona Simulation (Gemini) Automated Accessibility Auditing — WCAG 2.1 (Claude) AI Trust Model & Edge Case Simulation (Claude) Decision Validation Pre-Handoff (Claude) Medical Text Interpretation + Zod Schema Validation (Claude Sonnet) DSGVO Zero Data Retention Integration (Anthropic SDK) PRD-to-Wireframe Generation (Google Stitch) AI-Assisted Implementation (Cursor · v0)
Collaboration	Stakeholder Alignment Cross-functional Leadership Design Critique UX Copywriting Mentorship

EXPERIENCE

MedEspañol | Founder & Lead Product Designer

Hannover, Germany · Remote | Apr 2026 – Present | Platform running in production. Available for full-time roles immediately.

- Built three production services in five weeks as sole designer and builder. Arztbrief interpretation: integrated Claude Sonnet for medical text interpretation with Zod schema validation and clinical red-flag detection. Configured the Anthropic SDK for DSGVO Zero Data Retention — no patient data persists at the model layer. Mandatory human medical review before any output reaches the user. Also 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.
- Designed every product, user flow, and compliance communication layer. DSGVO compliant, Zero Data Retention enforced at the API level.
- Stack: Next.js 14, Supabase, Anthropic SDK, Vercel.

Holafly | Senior Product Designer

Germany | Remote | Apr 2024 – Mar 2026

Owned end-to-end design for a travel connectivity platform operating in 190+ markets. Led discovery, problem framing, high-fidelity specs, design system governance, and release scoping across Product, Engineering, and leadership.

- Built a B2B enterprise platform from zero as sole designer: tiered corporate plans, bulk eSIM assignment, per-employee usage tracking, and centralized billing in 15+ languages. First-year clients: a major European airline, a global automotive manufacturer, and a multinational bank. Now serving 3,000+ companies across 160+ destinations.

- Unified three separate checkout surfaces (web, hybrid, native app) into a single design system with shared tokens and component libraries. Audited 23 points of divergence, resolved 17. Checkout conversion up 17%.
- Redesigned the loyalty payment experience: replaced a seven-step coupon flow with a checkout toggle that applied the live balance in real time. Day-one redemptions rose 3.5x.
- Freemium landing page redesign converting free users to paid plans. Trial-to-paid conversion up 18%, support queries on plan coverage down 67%.
- Applied Gemini at the start of each discovery sprint for rapid heuristic evaluation and behavioral persona simulation, de-risking design direction before any engineering commitment. Applied Claude for automated WCAG 2.1 accessibility auditing and structured decision validation before every handoff — replacing ad-hoc review with a repeatable pre-ship check that caught issues earlier and reduced revision cycles.

Mercado Libre | Senior UX Designer | E-commerce (218M active users)

Colombia | Feb 2021 – Apr 2024

Led seller experience design at one of the three largest e-commerce platforms globally (218M active users, 1.4B items sold annually). Three consecutive projects on a single root problem: seller photos violating marketplace image policies. Product discovery on each project ran from technical domain mapping and engineering constraint analysis through moderated usability testing with 60 sellers across app and seller centre.

- Seller Photo Moderation: replaced generic error notifications with structured per-photo feedback showing violation categories and correction examples. MVP in 4 weeks. Rollback rates down 70% in 3 months, seller comprehension up 35%, correction time down 22%, support volume down 78%. Adopted as platform standard.
- Photo Quality Tool: mapped 3 violation types into a 3-stage correction framework (current state, engineering quick-win, AI-powered execution). Fed directly into Photo Studio as the design input when it shipped.
- Photo Studio (Oct 2023 – Apr 2024): designed a Gemini Nano photo editor embedded in MeLi's app and web. Before opening Figma, used Claude to simulate 40+ edge cases and define the AI trust model: preview-first flow, no AI correction applied without explicit seller confirmation, clear rollback at every state. That trust model became the non-negotiable constraint handed to engineering. Two-tap correction covering all 3 violation types. Sellers who fix photo quality see +15–30% revenue uplift (MeLi published data). Reached 218M active users.
- Full research cycles on all three projects: user interviews, competitor benchmarking, moderated usability testing with 60 sellers across app and seller centre.
- Mentored junior designers through critique sessions and structured design reviews. Cross-functional alignment across Product, Legal, and Engineering in a distributed agile team.

Davivienda | Product and Visual Designer | Banking (top-3 in Colombia)

Colombia | Sep 2019 – Aug 2020

- Pet Insurance onboarding flow for the mobile banking app: plan selection through payment setup, average 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.

EDUCATION

Politecnico Grancolombiano | Specialization in Digital Communication and Narratives

ZAB-recognized | Germany equivalent: Postgraduate | 2020 – 2021

Universidad Jorge Tadeo Lozano | BA in Graphic Design

ZAB-recognized | Germany equivalent: Bachelor | 2010 – 2013

LANGUAGES

Spanish: Native | **English:** Professional working proficiency (C1 CEFR) | **German:** Elementary (A2 CEFR)