abril juarez alejo

Senior Product Designer

Designing Human Experiences in an AI-Powered World

CONTACT

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LANGUAGES

Spanish
Native

English
Professional Proficiency (C2)

EDUCATION

Human-Centered Interaction Design
2024 - USC San Diego

BA Visual Arts and Graphic Design
2003-2007 - UAQ

SKILLS

Product Design
Information architecture, Interaction Design, Wireframing, Prototyping, and User Journeys

Design Systems & UI
IBM Carbon, Material Design, Spectrum, Telerik & Kendo UI

AI-Augmented Design
Copilot, Google Gemini Pro, OpenAI, Claude Code, AI-assisted user research & ideation with Lyssna

Research & Accessibility
WCAG 2.2, User Testing, Usability Research, Heuristic Techniques

Agile Product Delivery
SAFe 6 Methodology, Agile/Scrum, Jira, Azure DevOps

ABOUT ME

Senior Product Designer specializing in end-to-end experiences that simplify complexity through user research, accessibility, and systems thinking.

I partner directly with clients, stakeholders, and cross-functional teams to align user needs with business goals and deliver intuitive, human-centered solutions. I leverage AI-assisted workflows to accelerate research and decision-making while keeping people at the center of every decision.

PROFESSIONAL EXPERIENCE

DAIKIN APPLIED / K2 PARTNERING SOLUTIONS

PRODUCT DESIGNER & RESEARCHER

2024- 2026

Simplifying Complex Scientific Workflows
Led the redesign of complex Laboratory Information Management System (LIMS) experiences, streamlining user flows, forms, and information architecture to reduce cognitive load by approximately 20% and improve usability and accessibility outcomes by approximately 30%, informed by quarterly usability testing, accessibility audits, and heuristic evaluations following the product's initial release.

Research-Informed Product Decisions
Conducted quarterly usability testing with over 15 active users to uncover pain points and guided iterative design improvements before and after development, contributing to measurable gains in usability outcomes across deployments.

AI-Augmented Design Practice
Integrated AI-assisted workflows into research synthesis, documentation, and prototyping activities to support faster delivery and streamline design operations while maintaining a human-centered approach.

Information Architecture & Systems Thinking
Restructured navigation models and multi-step workflows across data-heavy environments to improve efficiency and user comprehension, contributing to an estimated 25% increase in workflow efficiency, informed by recurring audits and user feedback collected throughout the product lifecycle.

TBWA/CHIAT/TBWA WORLD HEALTH

UX/UI DESIGNER

2023-2025

Accessible Omnichannel Healthcare Experiences
Designed end-to-end experiences for FDA-regulated pharmaceutical platforms, translating complex medical and regulatory requirements into intuitive digital solutions across websites, banner campaigns, and social media experiences. Ensured accessibility and consistency across desktop, mobile, and tablet environments, adhering to WCAG 2.1/2.2 standards for iOS and Android platforms.

Cross-Functional Collaboration
Partnered directly with pharmaceutical clients, account teams, researchers, copywriters, creative directors, and developers to facilitate workshops, align priorities, and transform research insights into scalable experiences from discovery through delivery.

Emerging AI & Conversational Experiences
Explored AI-assisted patient support opportunities, contributing to the definition of conversational experiences for virtual live assistance and automated WhatsApp workflows designed to improve access to information for diverse patient populations with varying needs and inquiries.

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TOOLS & EXPERTISE

Product Design
Figma | FigJam | Miro | Information Architecture

Research & Validation
Lyssna | Usability Testing
Heuristic Evaluation | Accessibility audits

Systems & Delivery
Azure DevOps | Slack | ClickUp
Google Workspace

AI-Augmented Workflows
Google Gemini | Copilot | OpenAI
Claude Code | Stitch | Lovable
Figma Make

Visual Communication
Adobe Creative Cloud

Web & No-Code
WordPress | Webflow | Elementor

FEATURED CERTIFICATIONS

Product Design
Human-Centered Interaction Design
University of Southern California

Google UX Design*

UX Design Strategy*

AI Technologies
IBM Generative AI for UX/UI Design*

Google AI*

Microsoft Copilot*

Methodology & Compliance
WCAG 2.2 Documentation

SAFe® 6 Agilist Certification

Risk Management & Compliance
University of Southern California

*Professional Certification

PROFESSIONAL EXPERIENCE

BIOSERO / ITJUANA
PRODUCT DESIGNER

2022- 2023

Scientific Workflow Optimization
Designed enterprise SaaS experiences supporting biotechnology environments, translating complex scientific protocols and operational requirements into intuitive digital workflows. Simplified data-intensive interactions and form experiences to reduce friction and improve usability for laboratory users. Leveraged data visualizations—including heat maps, pie charts, and bar charts—to transform complex datasets into actionable insights, enabling laboratory stakeholders to monitor performance and make more informed decisions.

Design System Governance & Scale
Managed, scaled, and governed comprehensive UI component libraries across complex modules by seamlessly adapting IBM Carbon and Google Material Design frameworks, accelerating engineering hand-off and front-end implementation speed by up to 15%.

0365TEAM
UX/UI DESIGNER

2019- 2022

Secure Workflow Experiences
Designed end-to-end workflows supporting security clearance processes, translating compliance requirements into intuitive wireframes, prototypes, and production-ready experiences. Contributed to the development of authentication, registration, and automated email notification systems using Microsoft Power Apps while maintaining stringent security standards.

Research-Informed Iteration
Conducted user research and usability evaluations across three distinct user personas to uncover pain points, simplify form interactions, and refine experiences through iterative improvements, contributing to improved usability and user confidence throughout the onboarding experience.

EARLIER EXPERIENCE

2007-

Consultant Designer
Partnered with clients across industries to deliver visual communication, digital campaigns, web experiences, and branded assets, adapting creative solutions to diverse business needs and audiences.

2017- 2019

Hard Rock Hotels Mexico- RCD I Social Media and Content Manager
Directed end-to-end digital content initiatives, audience engagement strategies, and cross-functional campaigns alongside Sales and Digital Marketing teams to strengthen brand presence and customer engagement across digital channels.

2013- 2017

TBWA / MARS PETCARE- Graphic Packaging Designer
Designed packaging and branded experiences for multiple consumer brands, collaborating with vendors to uphold international production standards and ensure quality across print and promotional assets.

BEYOND DESIGN

SSI Advanced Scuba Diver - Preparation, teamwork, and composure under pressure
HYROX training - Discipline, endurance, and continuous improvement.
Animal welfare volunteer - Empathy, advocacy, and community service.
Traveling & Culture exploration - Curiosity, adaptability, and global perspective.