Alexandre Avalos
Senior Product Designer

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Lisbon, Portugal

Portfolio LinkedIn

Summary

Senior Product Designer with 6+ years of experience designing global SaaS and fintech products. Skilled in simplifying complex workflows, delivering compliance-driven solutions, and creating scalable design systems that **enhance user experience and business outcomes.**

Experience

Rauva
Lead Product Designer
2024 - present • Lisbon

Lisbon-based SaaS fintech startup focusing in empowering entrepreneurs by providing a holistic approach to launch and grow their businesses.

Achievements

- Designing the Rauva Savings App to simplify compliance-driven workflows, increasing task completion rates from 35% to 89% while supporting regulatory goals critical for SMB lending operations.
- Redesigning Rauva's bookkeeping journeys, simplifying workflows to address user pain points and increasing engagement by 10%, supporting SMBs with compliance and financial management tools.
- Delivering a responsive desktop web app, including tablet and mobile viewports, increasing user satisfaction and driving a 24% shift from mobile to desktop for improved task efficiency.
- Redesigning onboarding journey, reducing company registration time from 16 to 7 days by implementing a personalized user dashboard and optimized workflows.
- Unifying 5 design libraries into a single scalable design system, reducing inconsistencies and speeding up development by 30%, enabling faster delivery across global markets.

Team contributions

- Leading workshops, mentoring and hiring designers, fostering a culture of innovation and teamwork in fast-paced environments.
- Collaborating closely with copywriters, graphic designers and marketing for the brand refresh.
- Supporting the Paid Performance to understand the bounce on the onboarding funnel, leading to iterations in the journey that helped to increase conversion from 40% within 1 month.
- Organizing workshops with engineers to foster collaboration between developers and designers, breaking down silos and reducing back-and-forth communication.

Teya
Product Designer
2022 - 2024 • Lisbon

London-based SaaS fintech startup focused on payment mtechnologies for SMB's.

Achievements

- Designing and launching Teya's Tap-to-Pay solution, enabling seamless contactless payments and driving adoption across multiple markets.
- Redesigning the onboarding process, reducing customer setup times from 25 minutes to 8 minutes, enhancing efficiency for global sales teams.
- Delivering the full redesign of the website after the company rebranding, scoping of the content architecture, continous A/B testing to understand user behaviors and improve conversion rate.

Team contributions

Collaborated with cross-functional teams across multiple markets to deliver scalable, user-friendly solutions aligned with compliance requirements and business objectives.

Ironhack

Product & Brand Designer

2018 - 2022 • Barcelona

Ironhack is a global tech school that offers bootcamps and courses in web development, UX/UI design, data analytics, and cybersecurity to help individuals launch or advance their tech careers.

Achievements

- Leading the global design strategy, creating scalable templates and assets that enabled rapid market expansion and supported growth teams in driving revenue, contributing to the launch of 6 new campuses worldwide.

- Increasing user engagement by 24% in six months through A/B testing and strategic partnerships with brands like Vinted, EA Games, and Accenture.

- Running the rebranding across the different markets, including digital and physical assets.

- Delivering a full website audit to build a component-based library.

Team contributions

- Sourcing, recruiting and mentoring of designers and copywriters.

- Delivering of all the assets needed for the company offsites, including merch, presentation templates, and goodies. Coordinating with providers for quality insurance and shipping.

- Mentoring of UX/UI students in Barcelona, Amsterdam and Paris.

- Running technical interviews during scholarships initiatives.

Fleet

Product & Brand Designer

2019 - 2021 • Paris

French DaaS startup focusing on lending tech to B2B businesses.

Achievements

- Designing the logo, built the brand guidelines, and delivering marketing assets, including templates and Fleet's first marketing website, establishing a professional and consistent presence for the company.

- Supporting the design of Fleet's back-office tool, "The Cockpit," simplifying fleet management processes for users and enhancing operational efficiency.

- Driving market expansion by conducting user research and competitor analysis to adapt messaging and workflows for the Spanish market, contributing to Fleet's successful launch and increased user adoption.

More on **LinkedIn** or **read.cv** →

Education

UX/UI Design Bootcamp

Ironhack School /2019

Digital, Medias, Marketing & Communications

EFAP Paris /2012 - 2016, Paris

More on my **About** section →

Additional information

Languages

French (native)

English (fluent)

Spanish (fluent)

Portuguese (basics)

Skills

Figma, Adobe CC (Photoshop, Illustrator, InDesign) Figma, Sketch, Framer, Amplitude, Hotjar, Notion, Jira, Clickup, Confluence.