



Let's Talk.

Kingston Upon Thames

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Education

2018

User Experience Design

General Assembly

2017

Strategic Business Planning

Victoria 147

2003 - 2007

BA Hons Graphic Design

Universidad Iberoamericana

Languages

English 

Spanish 

Tools

Figma

Invision

Zeplin

Sketch

Ustesting.com

Hotjar

Jira

Trello

Adobe Suite

Hello.

I'm Alejandra Ward (Almazan), Product Designer.

As a Lead Product Designer with over 13 years of experience in product design, I create innovative and impactful, customer centred user experiences for web and mobile, iOS and Android native applications.

Experience

Lead Product Design Consultant - Contract

Tesco | UK | Aug 2022- Present

- Mentored junior team members across UX and UI.
- Led the design process across multiple products from problem discovery through implementation.
- Led and successfully completed the migration of old platforms into a new one, resulting in a £425k saving a year in IT costs and an increase in user satisfaction.
- Optimised customer journeys across all channels.

Senior Experience Designer - Contract

Costa Coffee | UK | Aug 2021 - Jun 2022

- Led the design of the newest global-facing digital product at Costa Coffee.
- Collaborated with cross-functional teams to develop and apply the rebrand across all digital platforms, resulting in a more consistent and cohesive user experience.
- Collaborated with designers and engineers to develop a new design system that will be used to create future digital products at Costa Coffee.
- Successfully implemented the new calorie system on the Costa Coffee App, making it easier for customers to make informed choices about their food and drink.
- Successfully implemented the new gamification experience, increasing customer satisfaction.

Senior UX/UI Designer

Phase II & SES | UK | Nov 2018 - Aug 2021.

- Ran multiple products in the Healthcare space; across news/research, data analysis products, patient & HCPs educational programs & Pharmaceutical companies.
- Overhauled the design of the premium products leading to an increase in sponsorships and user retention.

Digital Designer

LEAP - Legal Software | UK | Feb 2018 - Nov 2018.

- Worked closely with the marketing manager producing online and offline material specific to the company's requirements.

Co-Founder - Product Designer

A Donde Ir Con Niños.com | Mexico | 2016 -2018.

Co-founded and launched a successful kids activities marketplace in Mexico.

- Led the product vision and set the product direction.
- Successfully validated the idea through user research and market analysis.
- Directed the UX research, prototype, usability tests, and UI design.
- Managed a small team of developers, designers, and marketers to bring the product to market.
- Grew the website to over 50,000 monthly visits in one year.

Founder

Taco toons | Mexico | 2012 -2018.

Designed, developed and launched a souvenir brand sold in Mexico's most important airports.

- Conducted qualitative user research to identify the needs and interests of tourists visiting Mexico.
- Designed and developed a line of souvenirs that were both visually appealing and culturally relevant.
- Managed a team to bring the product to market, including sourcing suppliers, negotiating contracts, and managing inventory.
- Sold the products to key retailers across various Mexican territories.

Creative & freelance graphic designer

The wire room & Concepto | Mexico | 2008 -2016.

Catered to a range of clients in a variety of digital mediums