Aroldo Alvarez, MBA

Lead UX/UI Designer | Web Design, Development & Motion | Design Systems

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PROFILE

UX leader with 14+ years designing digital experiences for financial services leaders (Capital Group, USAA) and a Fortune 100 enterprise. A designer who also builds: I take ideas from story and concept through visual design, front-end development, and motion, pairing design-thinking rigor with bold, story-driven craft. Fast-moving in Agile teams and fluent with React and Angular engineers.

CORE SKILLS

Experience Strategy & Storytelling
End-to-end journey mapping
Personas & audience insight
Information architecture
Content hierarchy & narrative flow

Design & Systems
Web design & front-end development
Motion design & animation
Figma prototyping & design systems
Visual & interaction design

Research & Delivery
Usability testing & adoption analysis
Design-thinking workshop facilitation
Agile / Scrum with React & Angular teams
Executive & cross-functional alignment

PROFESSIONAL EXPERIENCE

Global Evangelism Inc.
Current

Experience Design Architect

- Architect end-to-end digital experiences, defining the strategy, information architecture, and design direction for the organization's web and product platforms.
- Shape storytelling-led experiences that connect audiences to the mission, partnering with stakeholders and developers from concept through launch.

Primo Motif
San Antonio, TX

Owner · Design · Development · Motion

- Run an independent studio delivering end-to-end digital work: brand storytelling, visual design, development, and launch.
- Design and build responsive websites, owning visual design and front-end development from Figma to production.
- Create motion design and animation, from UI micro-interactions to brand storytelling pieces; lead creative direction and client delivery.

Capital Group Companies
San Antonio, TX

Lead UX Designer

- **Cut task time 70%:** modular planning-dashboard paradigm cut analysts' report prep from 2 hours to 35 minutes.
- Led end-to-end UX for financial applications serving internal and external audiences, from strategy through launch.
- Built Figma prototypes and dev-ready specs with React engineers; helped scale the enterprise design system.
- Facilitated design-thinking workshops and usability testing; led and mentored a remote team of designers.

USAA
San Antonio, TX

Senior UX Designer

- Led UX strategy and execution across the full product lifecycle for a member-focused financial services brand.
- Built personas and journey maps; designed high-fidelity screens and Figma component libraries (Material Design).
- Partnered with Angular/React developers in Agile cycles; validated work through usability testing.

Tesoro Corporation (Fortune 100)
San Antonio, TX

UX Designer / Developer

- Designed and developed intranet and extranet web experiences and process tools for a Fortune 100 energy company.

EDUCATION

M.B.A., University of the Incarnate Word **B.A.**, Texas A&M University