Jarell Alvarez, Career Coach, Senior Product Designer

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Introduction

Vancouver-based enterprise product designer and career coach with over 7 years of experience, specializing in B2B software, freelancing, and mobile/web solutions for small to medium sized companies. At Copperleaf he empowered UX, Graphic, and Product designers through job acquisition, career progression, and leadership coaching, continuously communicating the human condition through his work and community contributions.

Skills

- Strategic Communication
- Career Development Coaching
- Leadership Development
- Job Search Strategies
- Figma

- Qualitative & Quantitative Research
- Design Thinking
- HTML/CSS/JS and Animation
- Design Systems
- Scrum and Dual Track Agile

Experience

Careercoach.design, Career Coach   May 2024 - Current

- Empower designers at all career stages at CareerCoach.Design, leveraging extensive experience to coach UX, Graphic, and Product designers from grassroots to leadership levels.
- Guide professionals through job acquisition processes, including portfolio refinement, mastering interviews, and negotiating offers; advise on career progression strategies and develop leadership skills among emerging tech leaders, fostering a culture of inspiration and influence.

Pathrise, Design Mentor   April 2020 - Current

- Coached and mentored over 100 design professionals at Pathrise, achieving a 4.89 out of 5 rating for effective guidance in UX/UI, graphic design, and product development, enhancing mentees' abilities to secure desired roles in competitive markets.
- Facilitated numerous workshops focused on design challenges, portfolio reviews, and behavioral interviews, significantly improving mentees' job acquisition skills and preparing them for success in the tech industry.

Copperleaf, Senior Product Designer   March 2021 – Nov 2022

- Led design for enterprise asset management software, improving decision-making in critical sectors; collaborated in Scrum and Agile environments with Product Management, Development, and QA teams.
- Developed and implemented a geospatial mapping feature, enhancing user experience and product marketability for complex software solutions.

Prevue HR, Solo Product Designer   July 2020 – October 2020

- Coordinated platform recreation with key small business stakeholders, aligning job fit assessments with growth and engagement KPIs to enhance scalability and sustainability.
- Delivered comprehensive UX research and design deliverables, including stakeholder interviews, user flows, user stories, extensive user interviews, competitive analysis, usability testing, prototyping, accessibility considerations, and both low-fidelity and high-fidelity mockups.

UI Avenue, Solo Product Designer   June 2019 – April 2021

- Managed and designed comprehensive UX/UI elements including onboarding, wireframes, design systems, information architecture, style guides, customer journeys, and high-fidelity mockups.
- Led the full shipping of a data visualization dashboard for Shopify e-commerce owners, collaborating cross-functionally with startup CEOs, engineers, and marketing teams; conducted extensive user and landscape research to optimize onboarding flows.

Convertus Digital, Senior UI/UX Designer   March 2017 – November 2019

- Collaborated cross-functionally with Product Managers, Engineers, Sales, and Marketing teams in a mid-stage startup to refine team processes and workflows, enhancing accessibility, reducing bounce rates and churn, and increasing conversion rates.
- Trained and managed junior designers to meet monthly KPIs and project roadmaps; oversaw B2B/B2C portal solutions, Conversational UI, and design systems for e-commerce dealerships, managing UX research, micro-interactions, user testing, prototyping, and style guides.

Volunteer

ADPList, Design Mentor   December 2020 – Current

- Empowering the design community by providing pro-bono advice to up incoming designers worldwide through advice on networking, resume, portfolio and interviewing

BCIT, Mentor   September 2018 – Current

- Prepared mentee for finding a future career by polishing their networking, resume building, portfolio and interview skills

Vancouver Design Check In, Founder   April 2020 - Current

- Coaching, mentoring and connecting 3000 designers on Slack through monthly AMA style online/in-person meetings, automated donut coffee chats and resources

Education

BCIT Digital Design and Development, Distinction   September 2015 – May 2017

- Designed, developed, and created interactive, dynamic, and immersive applications across a myriad of digital media platforms