

Alejandra Güimil

Sr. Product Designer

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Skills

Research & Strategy

User research, usability testing, user flows, journey mapping, accessibility, A/B testing

Design & Systems

Product strategy, wireframing, prototyping, visual design, information architecture, design system, AI prototyping

Tools

Design: Figma, Illustrator
Analytics: FullStory, Amplitude
Documentation: Notion, Confluence
Testing: Userlytics
Collaboration: Miro, Teams, Slack, Zoom
AI: Figma Make, Claude, Framer AI, UX Pilot, Chat GPT

Soft Skills

Effective communication, strategic thinking, self-motivation, problem-solving, highly adaptable to dynamic projects

Education

UX/UI Design Professional Diploma
JUN 2021 | Google (Online)

Master of Architecture (MArch)
JUN 2017 | University of Seville

B.S. in Architecture
JUN 2016 | University of Seville

Product Designer leading digital strategy at enterprise scale. Driving revenue growth through user research, end-to-end product design, and scalable design systems.

Work Experience

National Geographic - Lindblad Expeditions / Product Designer

OCT 2023 - PRESENT (Remote)

- Currently leading **end-to-end product design for a guest and travel advisor portal**, introducing a new design system and streamlined workflows that standardized operations and reduced company costs across the entire guest journey.
- **Redesigned and launched new homepage** that increased click-through rate to checkout by 70% and doubled mobile trip search engagement, directly contributing to improved user experience and revenue growth.
- **Designed waitlist booking, trip add-ons, and travel agent booking features** that generated \$24M in revenue over two years by expanding booking capabilities and reducing friction in the purchase flow.
- **Led design and research for travel insurance selection tools** integrated into checkout flow and guest portal, achieving 30% opt-in rate and enabling a previously phone-only service to be sold online.
- **Drove website redesign and migration to new CMS (Contentful)**, designing new pages and features that increased monthly online reservations by 10% (\$4.9M additional revenue/month) and decreased checkout bounce rate by 4%.
- **Built and maintain design system** in Figma to ensure consistency across responsive website, checkout flow, and guest portal, providing detailed specifications and documentation for seamless developer handoff.
- **Conduct ongoing user research and usability testing** using FullStory and Amplitude to identify pain points, validate design decisions, and inform feature prioritization based on user behavior data.

Wonderful Collective / Product Designer

FEB 2022 - MAY 2023, Los Angeles, CA

- **Led end-to-end product design** for UX research, design, and product documentation for **Athletic Brewing's 4.9-rated e-commerce app**.
- **Developed and maintained multiple design systems** in Figma for e-commerce apps, new website builds, and redesign projects. Implemented structured design frameworks for existing live products lacking standardized systems.
- **Led design and research** for SaaS, B2B, and B2C clients. From requirements gathering and usability testing to high-fidelity prototypes.
- **Shipped MVP products for startups** and redesigned enterprise applications across iOS, Android, and web platforms.
- **Conducted usability testing** for Athletic Brewing's e-commerce app, identifying pain points in the subscription flow. Redesigned the experience, resulting in a 15% increase in subscriptions within the first month post-launch.

Freelance / UX UI Designer

FEB 2020 - MAR 2021, Remote

- **Drove full-cycle UX design for web-based products** serving clients across multiple industries, including legal and architecture, from research and discovery through prototyping and delivery.
- **Created digital visual assets and brand materials** that strengthened brand identity and supported cross-channel consistency.

Previous Roles / Architect - Graphic - UX/UI Designer

NOV 2016 - JAN 2021, Spain

- Architect and Designer at MGM Architects, MP Architects, and Estudio Salvaje. Contributed to visual design, UX/UI, and branding projects including award-winning architectural competition work and company website redesigns.
- Collaborated on research, ideation, space planning, schematic design, design development, and documentation sets. Additionally, provided client support by understanding their requirements and addressing their needs.
- Engaged in diverse projects encompassing architectural and graphic design for commercial establishments, such as upscale eateries, bars, dining rooms, food outlets, restaurants, shops, and boutiques.requirements and needs.
- Worked for different projects including: architectural and interior design for commercial projects as luxury eateries, bars, dining rooms, food outlets, restaurants, shops and boutiques.