

Alex Navarro

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Summary

Experienced in leading the design and delivery of end-to-end B2B, B2C, and SaaS products from CMS's to user-facing products for large enterprises like **Mastercard**, **QVC** and **Paramount +**. Comfortable leading single features and full products from discovery to launch, making calls based on real data, and shipping without a large team.

I believe lasting products are built through deep user understanding, alignment with business goals, and thoughtful consideration of technical constraints.

Experience

Senior Product Designer | Axonista

January 2023 - Present

- Enabling customers to launch streaming and e-commerce apps Designing features for Ediflo (www.ediflo.tv), an enterprise video commerce CMS with 150,000 yearly users and over 1.3 million streaming plays.
- Led end-to-end design for clients including **QVC**, **Mastercard** and **Pac-12 Networks**, from user research and stakeholder interviews to wireframes, high-fidelity designs and prototype-tested concepts, for Web, iOS, Android, Roku TV and Apple TV.
- Maintained and improved cross-platform design systems built for AI agents to consume, and shipped production code directly using Cursor, Supabase, and Vercel.

Freelance UX/UI Designer

September 2019 - June, 2021

- Visual Design and Style guide creation.
- UX Research: Heat Maps, Benchmarks, User Personas, Customer Journeys and User Testing.

Motion Designer | Electronic Arts

October 2017 - July, 2021

- Responsible for localizing content for global markets in all social Channels (TV, Twitter, YT, etc.)
- Developer of various Automation Workflows and improvements in the QA Roadmap, which speed up the overall production process.

Skills

Prototyping, User feedback, Product Strategy, Planning, Ownership, Leadership, User Research, Attention to detail, Iteration, Collaboration, Team player, Communication, Ideation, Figma, NextJS, Supabase, MCP, Auth0, Claude, Cursor, LLM, Vercel, Stripe, Shopify, ChatGPT, React, CSS, Python, HTML, Illustrator, After Effects, Photoshop, Miro, Notion, Jira, Slack, Figma Make, Lovable, Bolt, AI.

Education

Bachelor's Degree in Visual Communication | University of Seville, Seville

2008 - 2013