

# Alina Alvarez Ferrer

Senior Designer

🌐 [www.albadesign.studio](http://www.albadesign.studio)

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## education

### MBA in Design Strategy California College of the Arts (CCA)

San Francisco, CA

09/2019-currently in standby

### Certificate in Graphic and Web Design

Center for Digital Imaging Arts  
(CDIA), Boston University

Washington DC, USA

05/2009 - 02/2011

### B.S. in Communication Science

Minors: Public Relations &  
Organizational Communications

Tecnológico de Monterrey (ITESM)

Campus Guadalajara, Jalisco, Mexico

08/2003 - 12/2007

## languages

- » Spanish (native)
- » English (fully bilingual)
- » French (professional fluent)
- » Portuguese (conversational)

## skills

### Management Skills

- » Calendar and travel management
- » People management
- » Information & knowledge management
- » IT & tech management
- » Logistical & operational

## about

With over 15 years of dedicated experience as a visual designer and 7 years as a design researcher and service, UX, and business designer, I am a versatile creative professional who thrives on challenges. My journey through the world of design has equipped me with a rich repertoire of methods, skills, and tools, enabling me to approach projects from multiple angles and deliver innovative solutions.

What sets me apart is not only my proficiency but also my unwavering commitment to projects that create meaningful change. I am deeply driven by a desire to support the general public and marginalized communities through design initiatives that can have a lasting, positive impact on our world.

## professional experience

### Co-founder of Sober Bar Mexico

CEO, Business and Product Designer

Nov. 2022 - Oct. 2023

Designed the business model and launched the business as the first distributor of non-alcoholic beverages in Mexico. I was responsible for creating the brand, the vision, the strategy, and hiring for key implementation and execution roles. Along with my co-founder we launched the business and grew it to a few organized chains, grocery stores, and retail as well as built a strong consumer base for the e-commerce. Reason for leaving: sold my part of the company.

### Alba Design Studio

Founder and Lead Designer at Alba Design Studio (formerly COLLAB.is)

Feb 2021 - Jul 2023

I founded and led Alba Design Studio, a Human-Centered Design studio focused on product, service, UX, and business design. We also offered branding and editorial design services, translating ideas into concepts, products, or campaigns. Our approach heavily emphasized user research, even in low-tech settings.

### Hotmart Payment UX [\[view case study\]](#)

- » Conducted user research in Mexico to understand the UX of payments for this e-learning and content creation platform
- » Provided feedback about user's needs and pains
- » Provided recommendations on how to move forward to design a better payment experience in Mexico

management

### IT and other tools

- » Google Suite
- » Adobe Suite, Canva
- » Slack
- » Trello
- » Wordpress, Squarespace
- » Figma
- » Miro, Mural
- » Zoho
- » Shopify

### Other relevant skills

- » Problem solving
- » Public speaking
- » User research
- » Data analysis
- » Graphic and web design
- » Business design
- » Ability to communicate and work in 3 languages fluently and 1 basic to intermediate

### Open SC for Nespresso [\[view case study\]](#)

- » Conducted user research and service design for an open supply chain startup in the coffee industry.
- » Designed solutions for mobile payments in African regions.

### IRC/Airbel Lab [\[view case study\]](#)

- » Led user research and product design for an internal methodology enhancement.
- » Improved protection analysis process through new procedures, tools, and products.
- » Deployed pilot in Nigeria and Iraq, delivering printed materials, toolkit, landing page, card deck game, and frameworks.

### Bloom Works

- » Facilitated workshops, gathered insights, created wireframes, and designed UI.
- » Transformed initial insights into digital product concepts for Child Welfare projects.
- » Delivered wireframes, branding, and initial website draft with UX/UI elements.

### Civic Actions

*UX designer & content strategist*

Collaborated with [data.gov](#) and [US Digital Services \(USDS\)](#) Product teams.

- » Conducted UX research, visual design, and business design.
- » Supported design decisions, project strategies, and onboarding initiatives.
- » Contributed to visual elements for company website, event branding, and management initiatives.

### Collab.is

*Founder and Lead Designer*

**Jan. 2013 - June 2020**

*COLLAB was a social impact design firm working in a coop model with a number of independent designers, sociologists, and researchers to provide companies with design services in Mexico and abroad.*

### CLIENTS INCLUDED:

#### Grupo Scanda – Querétaro, Mexico [\[view case study\]](#)

- » Conducted design research and developed brand value proposition for an IT Group transitioning into innovation.
- » Created a Business Model and Value Proposition for an Innovation Lab in Queretaro, Mexico.

#### Y-labs – Berkeley, CA and in-field: Tanzania, Pakistan, Burkina Faso [\[view case study\]](#)

- » Senior service designer for reducing bias in contraception and family planning services.
- » Live prototyped a 3-stage service solution and relevant products.

#### Livework Studio for Latam Airlines – Multiple Locations (Chile, Brazil, Peru) [\[view case study\]](#)

- » Co-created improved service experiences for Latin America's leading airline. *Conducted user research, developed service blueprints, customer journeys, and design principles.*

#### Nabat Organic and True Nature – Beirut, Lebanon

[\[view Nabat case study\]](#) [\[view True Nature case study\]](#)

- » Supported Nabat Organic import and trade company of organic goods in the Middle East with a rebranding and value proposition exercise to grow their capacity and expand their geographic reach.
- » Supported in the creation of their new brand True Nature, a CPG product line of organic snacks and ready to eat cereals made from the Nabat Organic raw materials.