

Alfonso Barreiro

UX/UI Designer

(505) 362-6700 · alfonso@barreiro.com · [LinkedIn](#) · barreiro.com · Portland, OR 97232

Summary

I spent eighteen years leading design and marketing teams across tech, hospitality, healthcare, and retail. Now I do product design full-time. I frame problems before opening Figma, tie design decisions to business outcomes, and talk fluently with developers, PMs, and stakeholders. I use Claude AI for research synthesis, competitive analysis, and AI-augmented design workflows. I build and deploy to React and Next.js. DesignLab UX Academy (2025), an industry mentor, and three case studies across consumer apps, e-commerce, and travel.

Core Skills

UX Research: User interviews, competitive analysis, heuristic evaluation, Jobs-to-be-Done, journey mapping, usability testing

Product & Interaction Design: End-to-end product design, wireframing, prototyping, user flows, information architecture, mobile-first design, interaction patterns

Visual Design: Design systems, design tokens, typography, responsive UI, accessibility (WCAG 2.1), brand identity

AI + Design: AI-assisted experience design, GenAI interaction patterns, contextual guidance, conversational UI, prompt-driven research workflows

Tools: Figma, Claude AI, Adobe Creative Suite, React, Next.js, Vercel, GitHub, HTML5/CSS3

Analytics & Research: Google Analytics, SEMrush, Google Data Studio, A/B testing, data-informed design iteration, AI-assisted research synthesis

Leadership: Design team management, design critique facilitation, mentoring, cross-functional collaboration, stakeholder communication, agile workflows

Experience

UX/UI Designer, Independent Practice & Education

Nov 2024 – Present

Portland, OR

- Left a director-level marketing role to go all-in on UX/UI. Full-time practice, structured education, and portfolio development since late 2024.
- Completed DesignLab UX Academy Foundations (June 2025): research, synthesis, IA, wireframing, prototyping.
- Built three case studies with an iterative, sprint-based process: Spotify (interaction design, journey mapping, AI-assisted features), Wayfarer (travel-planning IA), Men's Sole Revival (e-commerce trust and conversion).
- Designed AI-augmented workflows: research synthesis, contextual guidance, intelligent recommendations, and next-best-action patterns.
- Design in Figma, build in React/Next.js, deploy on Vercel. Portfolio site (barreiro.com) was built and shipped this way.

Experience (continued)

Director of Marketing & DTC Operations

Mar 2022 – Nov 2024

VARA Winery & Distillery · Albuquerque, NM

- Redesigned the company website and e-commerce platform from scratch. Reworked user flows for discovery, product detail, and checkout. Online sales and engagement both increased post-launch.
- Ran UX strategy and brand identity for the 'Somos Unidos' spirits line, concept through launch.
- Cut production timelines 20% by introducing AI-assisted workflows across the creative team.
- Owned the entire DTC experience: site architecture, navigation, product pages, email, campaign creative.

VP of Operations

Mar 2018 – Dec 2021

Boomtime · Albuquerque, NM

- Led and mentored a team of designers and developers. Ran design critiques, set quality standards, reviewed work before delivery. Shipped UX/UI for 100+ client sites in healthcare, legal, hospitality, e-commerce.
- Set UX/UI standards for every project: responsive design, accessibility, conversion-optimized patterns.
- Used analytics (GA, SEMrush) to tie UX iterations to client retention and revenue gains.
- Primary UX and design lead on the bigger, messier projects: research, IA, wireframing, visual design.

Web Designer & Developer

Mar 2011 – Jan 2018

CliffDweller Digital · Albuquerque, NM

- Designed and developed 50+ responsive websites with user-centered design and brand consistency on every project.
- Matched site architecture and content hierarchy to what users searched for, with SEO and content teams. Engagement up 20% on key sites.
- Ran user tests on priority projects and iterated on real behavior, not assumptions.

Founder & Lead Creative

2010 – 2011

Sola Fide Design · Albuquerque, NM

- Started a design consultancy focused on brand identity, web design, and campaign creative for e-commerce and small-business clients.

Education & Certifications

UX Academy Foundations · DesignLab · Completed June 2025

End-to-end UX process: research, synthesis, IA, wireframing, prototyping, and usability testing.

Associate of Arts, Religion Studies · University of Florida · 1992

Languages

English (Native) · Spanish (Fluent)