

Alfonso Barreiro

UX/UI Designer

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SUMMARY

Eighteen years of design and marketing leadership — now fully committed to UX/UI. My background spans visual design, web development, e-commerce, SEO, and team leadership across tech, hospitality, healthcare, and retail. That breadth informs how I work: I frame problems before opening Figma, connect design decisions to business outcomes, and communicate fluently with developers, marketers, and stakeholders. After deliberately stepping back from director-level operations to deepen UX practice, I completed structured UX education (DesignLab, 2025), engaged an industry mentor, and am building three portfolio-quality case studies across consumer apps, e-commerce, and travel.

CORE SKILLS

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

Interaction Design: Wireframing, prototyping, user flows, information architecture, interaction patterns

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

Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Framer, HTML5/CSS3

Analytics & Research: Google Analytics, SEMrush, Google Data Studio

Leadership: Design team management, cross-functional collaboration, stakeholder communication

EXPERIENCE

UX/UI Designer — Independent Practice & Education

Portland, OR · November 2024 – Present

- Deliberately transitioned from director-level marketing operations to focus full-time on UX/UI design practice, education, and portfolio development.
- Completed DesignLab UX Academy Foundations (June 2025) — end-to-end UX process covering research, synthesis, information architecture, wireframing, and prototyping.
- Engaged Cate Silva (UX industry mentor) for structured portfolio development, case study methodology, and career positioning as a UX/UI professional.
- Building three flagship case studies — Spotify (interaction design & feature UX), Wayfarer (travel planning IA & end-to-end UX), and Men's Sole Revival (e-commerce trust & conversion UX) — demonstrating research-through-prototype process.
- Applied Figma-based design systems, WCAG 2.1 accessibility standards, and senior UX judgment to produce portfolio work reviewable by hiring managers.

Director of Marketing & DTC Operations

VARA Winery & Distillery · Albuquerque, NM · March 2022 – November 2024

- Led end-to-end redesign of company website and e-commerce platform — rearchitecting user flows for discovery, product detail, and checkout, resulting in increased online sales and improved engagement metrics.
- Directed UX strategy and brand identity for 'Somos Unidos' spirits line from concept through launch: packaging, digital presence, and campaign landing pages.
- Built AI-assisted design workflows (Figma, ChatGPT) reducing production timelines by 20% while maintaining creative quality across all channels.
- Owned the full direct-to-consumer experience: site architecture, navigation, product pages, email design, and paid campaign creative.

VP of Operations

Boomtime · Albuquerque, NM · March 2018 – December 2021

- Led a team of designers and developers delivering UX/UI and digital marketing solutions for 100+ client websites across healthcare, legal, hospitality, and e-commerce.
- Established UX/UI standards across all client projects — responsive design, accessibility, and conversion-optimized page patterns — and held the team accountable to them.
- Drove data-informed design decisions using Google Analytics and SEMrush, directly linking UX improvements to measurable gains in client retention and revenue.
- Served as primary UX and design lead on complex multi-platform engagements requiring research, IA, wireframing, and visual design.

Web Designer & Developer

CliffDweller Digital · Albuquerque, NM · March 2011 – January 2018

- Designed and developed 50+ responsive websites with user-centered design and brand consistency as primary criteria.
- Partnered with SEO and content teams to align site architecture and content hierarchy with user intent — contributing to a 20% increase in user engagement across key client sites.
- Introduced user-testing feedback loops on priority client projects, shaping iterative design improvements based on real user behavior.

Founder & Lead Creative

Sola Fide Design · Albuquerque, NM · 2010 – 2011

- Founded boutique design consultancy delivering 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: user research, synthesis, information architecture, wireframing, prototyping, and usability testing.

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

LANGUAGES

English (Native) · Spanish (Fluent)