

# Alfonso Barreiro

## UX/UI Designer

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### SUMMARY

I bring 18 years of experience in design and marketing, including leadership of multiple teams. I made a career pivot into UX/UI design, where I prioritize research-driven, collaborative solutions. I work with Claude AI the same way I work with Figma, it's in the process, not a shortcut. Research, competitive analysis, copy, ideation — all of it runs through the same workflow before anything goes into the product. I own projects end-to-end and coordinate handoffs to developers, PMs, and stakeholders. I completed DesignLab's UX Academy in 2025, worked with an industry mentor, including case studies in consumer apps, travel, and wellness platforms.

### WHAT I DO

User interviews, competitive analysis, journey mapping, usability testing, wireframing, user flows, prototyping, information architecture, interaction patterns, mobile-first design, design systems, accessibility (WCAG 2.1), brand identity, typography, layout design

### WHAT I USE

Figma, Claude AI, React, Next.js, GitHub, Vercel, Adobe Creative Suite, Obsidian, Google Analytics, Data Studio, SEMrush, A/B testing

### HOW I WORK

Design team management, project scoping, cross-functional collaboration, stakeholder communication, design critiques

### EXPERIENCE

#### UX/UI Designer — Independent Practice

*December 2024 – Present*

*Portland, OR*

- I left a director-level marketing role, moved to Portland, and went all-in on UX/UI design. I've been building my portfolio and sharpening my craft since December 2024.
- I completed the DesignLab UX Academy Foundations in June 2025. The course focused on end-to-end UX/UI design.
- I've been working with a UX/UI Design mentor to create my portfolio, build senior-level case studies, and position my career.
- I completed a case study on Spotify feature updates. I also have two more case studies in progress, Wayfarer Travel, a travel discovery site and Men's Sole Revival — an educational review platform.
- My workflow starts with Claude AI to explore ideas, conduct deep research, run competitive analysis, and draft copy. I design in Figma, build in React/Next.JS, and deploy in Vercel through GitHub. My own portfolio site is built this way and is located at barreiro.com.

#### Director of Marketing & DTC Operations

*March 2022 – November 2024*

*VARA Winery & Distillery · Albuquerque, NM*

- I redesigned the company's websites and integrated them into the existing e-commerce and membership backends. I reworked user flows for discovery, product details, and checkout. Online sales and engagement increased.
- I ran UX strategy and brand identity for multiple products, including 'Somos Unidos' Gin and Rums, in collaboration with the local professional soccer team, from concept to launch. Packaging, digital presence, and landing pages.
- I introduced workflows using ChatGPT, Figma, and WordPress CMS. Creative quality and efficiency stayed consistent across all channels.

- I managed the team that owned the whole DTC experience, from site architecture, navigation, integration, product page, email designs, and paid campaign creative, including digital and print.

## VP of Operations

March 2018 – December 2021

Boomtime · Albuquerque, NM

- I managed a team of designers, developers, and marketers who shipped UX/UI and digital marketing for over 100 clients' websites, email campaigns, and LinkedIn marketing across the healthcare, legal, hospitality, and e-commerce sectors.
- I set UX/UI standards for every client project: from responsive design, accessibility, conversion optimization patterns, and held our teams to them.
- I used Google Analytics and SEMrush to tie UX/UI changes to concrete metrics, including conversions, client retention, and revenue.
- I was the primary UX and design lead on the bigger, more complex client projects. I led research, information architecture, wireframing, and visual design across multiple platforms.

## Web Designer & Developer

March 2011 – January 2018

CliffDweller Digital · Albuquerque, NM

- I designed and developed over 50+ responsive Drupal websites. I focused on user-centric design and brand consistency for every project.
- I worked with SEO and content teams to align site architecture and content hierarchy with what users actually searched for. User engagement among key clients increased by 20%.
- I ran user tests on priority projects. I used what we learned to iterate designs based on real behaviors, not assumptions.

## Founder & Lead Creative

2010 – 2011

Sola Fide Design · Albuquerque, NM

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

## EDUCATION & CERTIFICATIONS

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**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

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English (Native) · Spanish (Fluent)