

Alfonso Barreiro

UX/UI Designer

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SUMMARY

I spent eighteen years leading design and marketing teams across tech, hospitality, healthcare, and retail. Now I do UX/UI 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 and competitive analysis. I build and deploy to React and Next.js. I completed DesignLab's UX Academy (2025), worked with an industry mentor, and built three portfolio 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

Interaction Design: Wireframing, prototyping, user flows, information architecture, mobile-first design, interaction patterns

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

AI + Design: AI-assisted experience design, contextual guidance patterns, 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, AI-assisted research synthesis

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

EXPERIENCE

UX/UI Designer, Independent Practice & Education

November 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). Covers end-to-end UX: research, synthesis, IA, wireframing, prototyping.
- Working with a UX/UI mentor on portfolio development, case study methodology, and career positioning.
- Built three case studies: Spotify (interaction design and AI-assisted features), Wayfarer (travel planning IA), Men's Sole Revival (e-commerce trust and conversion). Each runs from research through shipped prototype.
- Designing AI-assisted workflows and exploring how conversational AI integrates into product experiences, from research synthesis and contextual guidance to 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.

Director of Marketing & DTC Operations

March 2022 – November 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 went up.
- Ran UX strategy and brand identity for the 'Somos Unidos' spirits line, concept through launch. Packaging, digital presence, and landing pages.
- Cut production timelines by 20% by introducing AI-assisted workflows (Figma + ChatGPT) across the creative team. Creative quality stayed consistent across channels.
- Owned the entire DTC experience: site architecture, navigation, product pages, email design, paid campaign creative.

VP of Operations

March 2018 – December 2021

Boomtime · Albuquerque, NM

- Managed a team of designers and developers. We shipped UX/UI and digital marketing work for 100+ client websites in healthcare, legal, hospitality, and e-commerce.
- Set UX/UI standards for every client project: responsive design, accessibility, conversion-optimized patterns. Held the team to them.
- Used Google Analytics and SEMrush to tie UX changes to real numbers: client retention and revenue.
- Primary UX and design lead on the bigger, messier projects. Research, IA, wireframing, visual design across multiple platforms.

Web Designer & Developer

March 2011 – January 2018

CliffDweller Digital · Albuquerque, NM

- Designed and developed 50+ responsive websites. User-centered design and brand consistency came first on every project.
- Worked with SEO and content teams to match site architecture and content hierarchy to what users actually searched for. User engagement went up 20% on key client sites.
- Started running user tests on priority projects. Used what we learned to iterate designs based 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: user research, synthesis, information architecture, wireframing, prototyping, and usability testing.

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

LANGUAGES

English (Native) · Spanish (Fluent)