

FRANZ A. ALVARADO

SENIOR PRODUCT DESIGNER

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SUMMARY

Senior Product Designer with 10+ years creating accessible, mobile-first UX across native iOS and Android platforms. Shipped 16+ products used by 196M+ users. Specializes in scalable design systems, A11y standards, and high-impact product strategy.

EXPERIENCE

CVS Health

Senior UX Designer | Apr 2024 - June 2025 | Remote

- Enhanced the CVS Health app for 5.6M+ users across iOS, Android, and web by designing A11y-compliant components and updates for the enterprise-wide PULSE design system.
- Reviewed UX work and mentored designers through the Creative Direction Council, shaping product direction, championing accessibility and native mobile best practices.

T-Mobile

Principal Product Designer | Feb 2021 - Mar 2024 | Bellevue, WA

- Led the end-to-end design for T-Mobile's SyncUP Tracker & PETS apps, engaging 400K+ users with intuitive onboarding and IoT pairing experiences.
- Built and maintained scalable mobile design systems and Figma component libraries, improving visual consistency and reducing usability issues by 30%.
- Redesigned mobile flows for account setup and troubleshooting, cutting error scenarios and reducing tech debt.
- Translated user research into high-fidelity prototypes, driving A/B testing and usability sessions that directly informed feature rollouts.

User Experience Designer | Nov 2019 - Feb 2021 | Bellevue, WA

- Elevated UX standards across T-Mobile apps through thoughtful user flows, custom iconography, motion design, and scalable design systems.

Digitalchemy

UI / UX Designer | Aug 2017 - Nov 2019 | Redmond, WA

- Conceptualized & designed immersive UI / UX for a leading portfolio of Android and iOS apps, accommodating 40 languages and all current device form factors.
- Led the visual design of themes for one of the company's leading apps, resulting in top ratings and increased downloads to over 8 million users.
- Ensured accuracy of UI/ UX designs from mockups to apps launched on iOS and Android by collaborating closely with engineering teams.
- Achieved a 35% increase in downloads by designing and A/B testing marketing assets.

Design Studio Group

Senior Graphic Designer | Feb 2013 - Aug 2017 | Miami, FL

- Created mobile UI mockups for client concepts, pitch decks and early-stage funding.

SKILLS

Native iOS & Android Design
Human Interface Guidelines (HIG)
Material Design
Design Systems & Component Libraries
UI Design & Microinteractions
Accessibility (WCAG / A11y)
User Flows & Information Architecture
UX Research & Usability Testing
Rapid Prototyping & High-Fidelity UI
Storytelling & Strategic UX Thinking
Animation (Lottie / After Effects)

SOFTWARE

Figma	Photoshop
FigJam	Illustrator
Sketch	After Effects
Zeplin	Miro

LANGUAGES

English — Fluent
Spanish — Fluent
Japanese — Beginner

EDUCATION

Bachelors of Science
Media Arts & Animation
Art Institute of Fort Lauderdale

FREELANCE UX DESIGN

Feb 2022 – Apr 2024 | Global – Remote
Designed onboarding and mobile UX for global startups across Asia and the US, drove UX strategy through audits and usability testing, and collaborated with AI and tech teams on rapid MVP development.