Alvaro Martinez Alfonso

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Victoria, BC

ABOUT ME

Visual Designer with 10+ years of experience designing user-centered digital products and interactive interfaces. Over the past three years, I have led UI and UX design processes in Agile environments, translating user needs and business requirements into wireframes, design systems, and high-fidelity prototypes. Experienced in cross-functional collaboration with product, development, and instructional teams, and currently expanding my skill set in front-end development (HTML, CSS, and JavaScript) to better bridge design and implementation. Strong focus on usability, clarity, and creating intuitive experiences that deliver real value to users.

WORK EXPERIENCE

JOB TITLE: DIGITAL LEARNING MULTIMEDIA SPECIALIST

Company: triOS College Business Technology Healthcare Inc.

Job Location: Mississauga, Ontario

11/2021- 01/2026

Job Description: Led UX and UI design for digital learning products across three delivery models (online, hybrid, and synchronous) on the Brightspace LMS. Designed user-centered interfaces, interaction patterns, and reusable templates to improve clarity, navigation, and learner engagement. Collaborated closely with instructional designers, faculty, and developers in Agile workflows to translate learning requirements into wireframes, interactive components, and high-fidelity designs. Created interactive assets, infographics, and visual systems aligned with accessibility and usability best practices.

JOB TITLE: UX/UI DESIGNER

Company: Innovahub

Job Location: Bogota - Colombia

03/2019 – 06/2022

Job Description: Designed UX and UI solutions for digital learning platforms and web-based products, focusing on intuitive navigation and visual clarity. Created interactive components, infographics, and supporting documentation to enhance user understanding and engagement. Collaborated with cross-functional teams on the design and development of the company website, including UI design, visual systems, and 3D assets. Contributed to end-to-end design processes from concept to implementation.

JOB TITLE: WEB DESIGNER

Company: Publicaciones Semana.

Job Location: Bogota - Colombia

06/2018 – 12/2018

Job Description: Designed and implemented web layouts for special digital editions of major publications within the Semana Group, including Semana, SoHo, Dinero, Arcadia, and Fucsia. Focused on visual hierarchy, readability, and user engagement across content-heavy editorial platforms, ensuring consistent design quality and responsive behavior.

JOB TITLE: E-LEARNING DESIGNER

Company: UNDP (United Nations Development Programme)

Job Location: Bogota - Colombia

03/2017 – 06/2018

Job Description: Designed user-centered e-learning experiences for international development projects across Latin America. Created interactive interfaces, infographics, animation videos, and web-based courses aligned with learning objectives and user needs. Collaborated with multidisciplinary teams to transform complex information into accessible and engaging digital experiences.

JOB TITLE: MULTIMEDIA DESIGNER – ANIMATION TEAM LEAD

Company: Cier Centro (Project of the National University of Colombia)

Job Location: Bogota - Colombia

05/2014 – 02/2017

Job Description: Designed user interfaces for e-learning platforms and led the animation team in the production of motion graphics and interactive content. Oversaw the creation of visual and interactive assets that enhanced usability and learner engagement. Coordinated design workflows, ensuring consistency across interfaces and learning materials.

JOB TITLE: MULTIMEDIA DESIGNER – E-LEARNING DESIGN TEAM LEAD

Company: Unipanamericana Compensar

Job Location: Bogota - Colombia

05/2010 – 12/2013

Job Description: Led the design of digital learning experiences for academic and corporate training programs. Created interactive learning objects, animations, and web-based courses, and contributed to early front-end implementation using Flash-based technologies. Designed course interfaces and websites for virtual education platforms, collaborating with academic and technical teams to deliver scalable learning solutions.

SKILLS AND SOFTWARE

UX/UI Design, User-Centered Design, Wireframing, Prototyping, Usability, Accessibility, Figma, Adobe Creative Cloud, HTML, CSS, Responsive Design, Basic JavaScript, Brightspace LMS, Agile, Cross-Functional Collaboration, Generative AI.

EDUCATION

Bachelor's degree in industrial design
UNIVERSIDAD NACIONAL DE COLOMBIA

Certifications & Professional Development

- Interaction Design for the Web – LinkedIn Learning

- Foundations of Accessible eLearning – LinkedIn Learning

- Instructional Design for eLearning – Udemy

- Web Development Fundamentals (HTML5 & CSS3) – Cymetria Training

- Learning Video Production and Editing – LinkedIn Learning

- Advanced Prompt Engineering Techniques – LinkedIn Learning

- Master Web Design in Photoshop – Udemy