

PABLO CASANOVA

UX/UI Lead Designer

experience

Sr. Product Designer Alaska Airlines

October 2024 - PRESENT

Leading end-to-end design of a new baggage-operations platform for Alaska Airlines that gives ramp teams real-time tracking and inventory in one clear, AI-powered view. I own the product's interaction patterns and visual design, working with engineering and product to keep fast-moving data easy to read on the ground.

Freelance Sr. Product Designer

Jan 2024 - PRESENT

Designed mobile-friendly websites using user research to enhance design decisions. Created wireframes and responsive interfaces, and collaborated with developers to deliver robust and visually appealing web applications.

Sr. Product Designer Sam's

May 2022 - Dec 2023

Led the design of in-app experiences for inventory accuracy, collaborating with a content designer to ensure the tone and voice aligned with user needs while introducing new workflows and AI technology to streamline processes for 600+ Sam's Clubs. Created and improved internal tools and applications to enhance operational efficiency and productivity. I also made sure that the visual design was intuitive, clear, and engaging.

Sr. Product Designer Scorpion

Dec 2020 - March 2022

Led the design and implementation of the Field Services application, creating an end-to-end experience and visual elements that make it stand out, including icons, layout, and color schemes. I focused on developing a user-friendly interface that enables technicians to effortlessly access their upcoming tasks and required services.

Sr. UX Designer Amazon

Jun 2020 - Dec 2020

Led the design for the Learning Hub, a portal for delivery drivers to access personalized information to improve their skills, solve problems, and complete their work.

connect

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education

Master in Creative Computing Shifta

Barcelona, Spain

UX Design Certificate School Of Visual Concepts Seattle, WA

BA, Graphic Design Universidad Americana de Morelos Cuernavaca, Mexico

design & research

User centered design
Design systems
Concept generation
Design thinking
Rapid prototyping
Interaction design
Usability testing
Visual design
Design surveys
User interviews
Contextual inquiry

tools

Figma
Vibe coding
Artificial Intelligence (AI)
Adobe Suite
JavaScript
HTML, CSS

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experience

Designer II Microsoft (Contract)

Dec 2018 - May 2020

Led design for My Places on Bing Maps including information architecture, user flow, framework design, visual design, wire-framing, and prototyping. Collaborated with teams and engineers to deliver mock-ups, prototypes, specs, and visual assets. Handled redlining and bug bashing.

Web Designer Sea Mar

Sep 2015 - Dec 2018

Led the design and build of various organizations' responsive websites using UX methodologies for different programs and events: User research, information architecture wireframing, prototyping, interaction design, user interviews & testing. Designed logos, print-ready files, and marketing materials.