Cameron Alvarez

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My Key Qualifications

- **5 years of UX design** in financial products at Ally Financial and AvidXchange, spanning banking and payments.
- Owns UX for **authenticated banking journeys** including money movement, card management, and account servicing on web and mobile.
- Strong **Figma** practice: user flows, prototypes, and reusable design-system components shipped across online and mobile banking.
- Led research end to end, from moderated interviews and usability studies to **service blueprinting workshops** with product, operations, and compliance partners.
- Measures design impact with analytics and experimentation: raised account-linking completion **from 61% to 74%** and improved alerts enrollment **by 11%** in an Optimizely A/B test.
- Extends design systems for regulated flows with accessibility and engineering acceptance criteria, cutting **design QA defects from 12 to 5**.

Experience

UX Designer — **Ally Financial**, digital banking, lending, and investing

Feb 2023 – Present · 3 yrs 9 mos

- Owns UX design for authenticated banking journeys across account servicing, money movement, and card management on web and mobile.
- Redesigned the external account linking flow for money movement, raising completion rate from 61% to 74% by reworking step order, error handling, and consent screens after analyzing Adobe Analytics and session replay data.
- Led usability testing for a card controls experience across web and mobile, running 15 moderated sessions and synthesizing findings in Dovetail, cutting time to freeze or unfreeze a card from 52 seconds to 29 seconds.
- Supported an A/B test on account alerts enrollment prompts in Optimizely, designing variants and refining content placement, improving enrollment by 11%.
- Extended design system patterns for form validation and disclosure content in regulated flows, creating reusable Figma components with engineering, reducing design QA defects from 12 to 5 across two quarterly releases.
- Mapped the authenticated transfer journey through a service blueprinting workshop with product, operations, and compliance partners, identifying 18 friction points with 7 prioritized into the next roadmap cycle.

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Product Designer — **AvidXchange**, a fintech company providing accounts payable and payment automation software

Nov 2021 – Jan 2023 · 1 yr 2 mos

- Redesigned business account onboarding for a payments workflow, simplifying the information architecture and consolidating form fields, lifting step completion from 72% to 84%.
- Created a responsive help and status pattern for account verification states, synthesizing VOC themes with support data and working with content and compliance partners on clearer explanations, cutting related support tickets by 17% in one quarter.
- Ran usability testing on a new payee setup experience, planning scripts, moderating sessions, and iterating on form labels and progressive disclosure, raising task success from 10 of 16 users to 14 of 16.
- Designed responsive onboarding, navigation, and account setup flows in Figma, partnering with product managers and engineers in Agile sprints from requirements refinement through design handoff.

Education

- **University of North Carolina at Charlotte** — Bachelor of Science in Human-Computer Interaction · 2017 – 2021

Skills

- **Design & Prototyping:** Figma, Design Systems, WCAG 2.1 Accessibility
- **Research & UX Methods:** User Research, Service Blueprinting
- **Analytics & Collaboration Tools:** Adobe Analytics, Optimizely, Dovetail, Miro, Jira