

Alejandra Galvez Bates

UX Designer

I always start a project with a clear goal: keep it simple.

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Location: Nancy, France

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PROFESSIONAL EXPERIENCE

Hybrid Product Manager/Product Designer, Roofer.com

September 2023 - March 2024

In a traditional industry based only on expertise and manual labor, Roofer.com revolutionized roofing by adding cutting-edge technology through drones and AI.

As the UX designer, my mission was to seamlessly blend technology with a traditional sector focusing on B2B clients unfamiliar with such advancements. By immersing myself into the roofing processes and listening to both internal(Roofer.com teams) and external(B2C and B2B clients) users, I crafted a web and mobile app aimed at optimizing roofing services differentiating Roofer.com from its competitors.

UX Designer, Guruhotel

July 2021- June 2023

-Long lasting relations with users with profound interest in understanding their pain points.

-Interaction and experience designer with focus on creating features and products that heal pain points and impact business.

-Clear communication and interest in developers' processes in order to accommodate and gain leverage in the production of my solutions.

Account Executive, Booking.com

March 2020 - July 2021

Business advisor for a group of independent hoteliers.

Encouraged 150 hotels to get back on their feet after 2020 covid pandemic by improving their content, negotiating the right rates and promotions and making sure they communicate health and safety measures.

Yield Manager, Hotelbeds

March 2018 - March 2020

B2B commercial relations, focus on room distribution and competitiveness improvement. Win-win situations for our partners and Hotelbeds.

SKILLS

UX Design

Creative problem solver

Product Design

User Research

Strategic design

Stakeholder management

Interaction Design

Business Strategy

Negotiation

Active listening

LANGUAGES

Spanish: Native

English: Advanced

French: Intermediate

EDUCATION

UX/UI Bootcamp at Bedu.org

July - December 2020

BA in Business Innovation at Universidad del Caribe

August 2010 - May 2014

