

Sofia Alanis

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PROFESSIONAL EXPERIENCE

Design and Research Intern, *Nubank*

May 2025 - May 2026

Shipped end-to-end products at Latin America's largest fintech, focusing on user-centered design methods to streamline high-friction financial flows and reduce cognitive load to deliver relatable experiences for millions of users.

- Reduced customer service inquiries for Bill Summaries by 18% by redesigning the in-app credit card statement experience, using the double diamond design thinking framework to create a cohesive solution across multiple geographies.
- Collaborated in designing 'Magic App', a global initiative to reimagine and elevate the app experience, aligning it with users' core JTBD while positioning the app as best-in-class (confidential - to be launched).
- Co-authored the RFC, created high-fidelity visual prototypes in Figma, and launched Maze validation surveys to de-risk the app redesign in Mexico.
- Increased 6-month interest-free installment (MSI) purchase volume by designing a gamified user experience for the 2026 'Nueviembre' campaign, featuring guaranteed pricing.
- Created a single source of truth for in-app communications, in collaboration with Engineering, by mapping dynamic in-app notifications and integrating them into a flexible Figma component library, streamlining handoff for adaptive UI elements.
- Integrated Generative AI tools (Gemini, Claude) into daily UX workflow to synthesize qualitative research for the CX Concepts study, mapping core credit friction points and identifying patterns affecting tNPS.
- Conducted an end-to-end UX teardown of a 46-screen onboarding flow from a global digital bank, establishing a centralized strategic asset that enabled cross-functional teams to identify redesign opportunities and optimize feature performance.
- Audited the cross-sell and onboarding journeys of 8 competing financial institutions in Mexico, synthesizing acquisition friction points into a high-fidelity opportunity deck that drove product team alignment and optimized local acquisition flows ensuring user-centered approaches.
- Orchestrated a Customer Immersion experience for Growth and Marketing teams, synthesizing qualitative post-event behavioral findings to present actionable mass-market insights that drove senior leadership alignment on product goals.

ACADEMIC EXPERIENCE

Projects focused on user-centered design, applied research, and user experience in both physical and digital environments:

Zaskia (UX Research & Product). Conducted user research to identify barriers in menstrual health, designing an auxiliary public restroom device for menstrual cup hygiene. Recognized at the Clara Porset Awards.

CIDIgotchi (UX/UI Design). Conceptualized an emotional support mobile app and internal social network for university integration, building user flows and interface architectures, to foster integration and reduce academic isolation.

Esencia. Cross-disciplinary floor lamp co-designed with 5+ professionals, reinterpreting the identity of Mexican brand Veta. Winner of the Veta competition; exhibited at Veta and CIDI showrooms.

EDUCATION

National Autonomous University of Mexico (UNAM) – CIDI | Mexico City

Bachelor of Arts in Industrial Design, UX Specialization

Teaching Assistant, *Laboratory of Service Design and User Experience* (CIDI-UNAM)

Diploma: Web Design & Development (Concept to Deployment)

Focus: End-to-end site creation, spanning conceptual UI design to server-side deployment.

SKILLS

LANGUAGES: Spanish (native), English (fluent), French (basic)

RESEARCH: Moderated and Unmoderated Usability Testing (Maze), Quantitative Survey Design (Qualtrics), Guerrilla Testing, User Interviews, Benchmarking, Social Listening, Affinity Mapping, Verbatim Coding

DESIGN: Interaction Design, Wireframing, UI Prototyping, Design Systems, Adaptive UI

TOOLS: Figma, FigJam, Miro, Maze, Qualtrics, Listen Labs, Adobe CC, Claude, Gemini

AWARDS: Clara Porset Awards (Zaskia project) and 1st place Furniture Design Competition for Mexican brand Veta