

Paulina Chabrand Aguilera

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Executive Summary

UX/UI Designer with 6+ years of experience creating user-centered digital products across web and mobile, including high-scale, mass-market applications. Skilled in UX research, prototyping, and cross-functional collaboration, with a multidisciplinary background in business and functional nutrition. Passionate about women's health and evidence-based healthcare innovation, with a focus on translating user needs into intuitive digital experiences that support both user and business goals.

Professional Experience



UX Designer

UX Team, USA

May 2022 - Present

Responsibilities:

- Lead projects for SaaS products across the energy, finance, healthcare, e-commerce, and insurance sectors, using Figma and user-centered design methodologies throughout the design lifecycle to improve usability, accessibility, and digital experiences.
- Design market research and competitive analyses by researching industry trends and evaluating digital products to identify opportunities for improvement.
- Develop strategies through user research, requirements analysis, and prototyping during the early stages of digital projects across various industries to reduce friction and improve usability and conversion rates.
- Conduct user research through structured interviews, and usability testing at different stages of projects across various industries to identify user needs, validate solutions, and inform evidence-based design decisions.
- Optimize IA for web and mobile products using wireframes, sitemaps and navigation flows, throughout the design process to improve navigation, reduce friction, and facilitate access to content and functionality.
- Develop high- and low-fidelity interactive prototypes for web and mobile products using Figma, Sketch, and Adobe XD to validate concepts, evaluate usability, and identify opportunities for improvement before development.
- Coordinate cross-functional teams, including product managers and developers, through design reviews and ongoing communication throughout development cycles to ensure interface consistency and accurate implementation of digital product designs.
- Apply comprehensive knowledge of mobile design patterns, adapting or rethinking conventions when necessary to optimize the user experience, including creating custom table layouts for mobile devices.
- Optimize web and mobile product interfaces by analyzing behavioral metrics, user feedback, and A/B and multivariate testing results during continuous improvement cycles to identify optimization opportunities and increase conversion rates.
- Drive continuous improvement by analyzing UX metrics, usability testing results, and research findings in collaboration with product and development teams to enhance the user experience and align solutions with business objectives.



Functional Nutritionist

Paulina Chabrand, USA

August 2025 - Present

Responsibilities:

- Provide individualized functional nutrition consultations focused on women's hormonal health by assessing symptoms, dietary habits, and medical history during online sessions to identify areas for improvement and establish personalized nutritional priorities.
- Address nutritional needs related to PCOS, Hashimoto's disease, and thyroid disorders by assessing symptoms, lifestyle habits, and biomarkers throughout the online individual care process to tailor nutritional strategies to each client's needs.
- Develop personalized nutrition and lifestyle plans by integrating health goals, laboratory results, and functional assessments during initial consultations and follow-up sessions to support adherence and improve health markers.
- Educate women on functional nutrition, supplementation, and healthy habits through evidence-based recommendations during online consultations to support hormonal health, energy levels, and metabolic function.
- Manage client nutrition follow-ups by reviewing symptoms, habits, and responses to interventions during online follow-up sessions to evaluate progress and adjust plans according to individual needs and goals.
- Coordinate nutritional care with physicians and other healthcare professionals by sharing relevant information when needed to support a comprehensive approach and align care with each client's needs.
- Maintain consultation records and health indicators by tracking symptoms, habits, laboratory results, and reported progress throughout the online care process to document changes and guide adjustments to nutritional interventions.

Main Achievements:

- Provided functional nutrition consultations to more than 20 women, focusing on women's hormonal health, dietary habit assessments, and lifestyle optimization.
- Monitored changes in health markers by tracking biomarkers, blood test results, and symptoms to guide personalized nutritional interventions.
- Supported menstrual cycle regularity through functional nutrition strategies and lifestyle modifications tailored to each client's individual needs.
- Supported weight management and body composition goals through personalized nutrition plans, adherence strategies, and sustainable habit tracking.
- Developed nutritional strategies for women with PCOS and thyroid disorders, integrating medical history, symptoms, dietary habits, and laboratory results to personalize recommendations.



Teaching Assistant

IWH, USA

March 2026 - April 2026



UX/UI Designer & Web Developer

Chabrand Designs, Mexico and USA

March 2020 - March 2024



E-commerce Manager

Grupo Eurokor, Mexico City

September 2018 - February 2020



Design & Operations Coordinator

Ambit Desarrollos, Mexico City

July 2016

Education

	Functional Nutrition Alliance Functional Nutritionist	2024-2025
	DevF Master Product Designer	2022-2023
	Universidad Iberoamericana Bachelor's Degree in Business Administration	2014-2018

Licenses or Certifications

	Universidad Iberoamericana Diploma in E-commerce & Digital Business	2018-2018
	DevF UX Ninja Course	2019-2019
	DevF Web Development Bootcamp	2019-2020
	Universidad Anahuac del Norte Diploma in Food and Nutrition for Health and Wellness	2023-2024
	BrainStation Product Management Certification	2024
	In Women's Health Women's Health Mini-MBA	2026

Languages

- English - Full Professional Proficiency
- Spanish - Native
- Portuguese - Intermediate (B1)