Paulina Chabrand Aguilera

Senior Product Designer | Web & Mobile | Healthcare & Health Tech

Raleigh, NC · +1 786 835 6410 · paulinachabrand@gmail.com · linkedin.com/in/paulina-chabrand · paulinachabrand.com

SUMMARY

- Product designer with 10+ years designing and building web and mobile products for SaaS, healthcare, nutrition, finance and energy, for clients including Nestlé, Morgan Stanley and Gerber.
- Problem solver who starts from the root cause, using research and data to turn complex business and user problems into clear, simple products.
- End-to-end process: user research, information architecture, prototyping, design systems and close collaboration with product managers and developers through launch.
- Designs with the business in mind: Business Administration degree, Product Management certification and 250% e-commerce sales growth as E-commerce Manager.
- AI-native workflow: built Maré with Claude and Cursor, and uses Claude, ChatGPT, Perplexity and Figma AI for research synthesis and prototyping, with human validation of every output.
- Bilingual in English and Spanish.

SKILLS

- **Design & research:** user interviews, usability testing, surveys, card sorting, information architecture, wireframing, prototyping, design systems, mobile design patterns, accessibility
- **Product & growth:** product discovery, requirements definition, prioritization, A/B and multivariate testing, UX metrics, conversion optimization, cross-functional leadership
- **Industries:** SaaS, healthcare, nutrition, finance and insurance, energy, e-commerce
- **Tools:** Figma, Figma AI, Sketch, Adobe XD, After Effects, Canva, WordPress, Shopify, Wix, Zoho, Claude, Cursor, ChatGPT, Perplexity

EXPERIENCE

UX Designer — UX Team (UX design agency), Remote, USA · May 2022 – Present

- Designed 11 SaaS, web and mobile products in healthcare, nutrition, finance, energy, AI and productivity as part of the UX team, for clients including Nestlé, Morgan Stanley and Gerber.
- Conduct user interviews, usability tests and card sorting at each project stage to validate concepts before development.
- Restructure information architecture (sitemaps, navigation, user flows) for content-heavy products such as Gerber Medical Hub, a nutrition resource for pediatric professionals.
- Create low- and high-fidelity prototypes in Figma, Sketch and Adobe XD to test usability before engineering starts.
- Partner with product managers and developers through design reviews to keep interfaces consistent and accurately built.
- Analyze behavioral metrics, A/B and multivariate test results to help prioritize improvements to usability and conversion.

Functional Nutritionist — Paulina Chabrand Nutrition (private practice), Remote, USA · Aug 2025 – Present

- Guide 20+ clients through online consultations, creating personalized nutrition plans from lab results, symptoms and medical history.
- Monitor progress across follow-ups and adjust plans based on results.

UX/UI Designer & Web Developer — Chabrand Designs (design studio), Mexico & USA · Mar 2020 – Mar 2024

- Designed and built websites and online stores for 26 brands on WordPress, Shopify, Wix and Zoho, for clients in the US, Mexico, Spain and Panama.
- Interviewed users and ran usability tests to inform navigation and product page redesigns.
- Set up A/B tests and tracked performance metrics to improve e-commerce conversion.
- Created brand identity systems and managed social media content, editorial calendars and engagement reporting.

E-commerce Manager — Grupo Eurokor (TonyMoly Mexico), Mexico City · Apr 2019 – Feb 2020

- Grew e-commerce sales 250% through usability testing, site redesign and a new channel strategy.
- Increased monthly sales from USD 1,500 to USD 5,625 in 6 months by launching email marketing and marketplace channels (Amazon, Privalia, Costco, Sephora).
- Added 200 new customers per month to the database, contributing to 30% growth in online sales.

E-commerce & Hospitality Sales Manager — Holistik, Mexico · Sep 2018 – Apr 2019

- Ran the holistik.com Shopify store, including e-commerce campaigns, email marketing, inventory and order delivery.
- Recovered 75% of abandoned carts with automated email flows, lifting sales 40%.
- Launched a subscription program that added 5 subscribers per month and USD 3,000 in sales.

Design & Operations Coordinator — Ambit Desarrollos, Mexico City · Jul 2016 – Sep 2018

- Led the design of my first native mobile app, which let citizens report city issues such as potholes and broken streetlights to their state government, from user research to prototypes.
- Coordinated a 10-person cross-functional team delivering digital transformation projects across 5 states for 5,000+ users.
- Implemented secure data-handling protocols for sensitive user information.

SELECTED PROJECT

Founder & Product Designer — Maré, a health and nutrition companion app

- Defining a 0→1 mobile product, from user research to a complete app design.
- Surveyed 96 potential users and synthesized responses with AI-assisted analysis to set product priorities.
- Designed the app and its design system in Figma, then built it with Claude and Cursor, using AI to explore ideas, prototype quickly and bridge design and code.

EDUCATION

- **Bachelor's Degree in Business Administration** — Universidad Iberoamericana, Mexico City · 2018
- **Master Product Designer** — DevF · 2023
- **Functional Nutritionist Certification** — Functional Nutrition Alliance · 2025

CERTIFICATIONS

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

LANGUAGES

English (full professional proficiency) · Spanish (native) · Portuguese (intermediate, B1)