

# Sofia Alanis

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## PROFESSIONAL EXPERIENCE

### Design and Research Intern, Nubank

May 2025 - May 2026

Collaborated in Research and Design squads at one of Latin America's largest digital banks, contributing to qualitative and quantitative studies that informed product and strategy decisions for the Mexican market.

- Built the In-App Communications Single Source of Truth, mapping active notifications and partnering with Engineering to integrate them into the Figma component library, reducing design-to-production friction.
- Systematized user insights in Miro during a cross-geo Bill Summary usability study with Brazil, Colombia, and Mexico teams, integrating legacy research to successfully validate product-market fit in the Mexican context.
- Streamlined app navigation by co-authoring the RFC, engineering high-fidelity visual prototypes in Figma, and launching Maze validation surveys to de-risk the app redesign validation in Mexico.
- Synthesized hundreds of thousands of customer interactions, transforming survey responses, social listening signals, and gamification data from the "Nueve" 2025 campaign into actionable findings that shaped the 2026 product strategy.
- Formulated a complex quantitative survey instrument in Qualtrics utilizing conditional logic across 8 follow-up branches, aligned against the PNIF framework to accurately assess local financial inclusion impact.
- 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.
- Cultivated data-driven insights for the CX Concepts study by leveraging AI tools to map core credit friction points, successfully identifying qualitative patterns and drivers affecting transactional NPS (tNPS).
- Audited the cross-sell and onboarding journeys of 8 competing financial institutions in Mexico, synthesizing friction points into a high-fidelity opportunity deck adopted by product teams to optimize local acquisition flows.
- Spearheaded an end-to-end UX teardown of a leading global digital bank, analyzing a 46-screen onboarding flow to establish a centralized strategic asset utilized by cross-functional Design, Product, and Marketing teams.
- Validated the UX clarity and friction thresholds of the "Nueve" promotional campaign through rapid guerrilla testing, resolving user comprehension risks and securing strategic alignment prior to public launch.

## 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

**FRAMEWORKS:** Wireframing, UI Prototyping, Design Systems, Double Diamond

**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