

Elena Jasso

UX Designer & Researcher

Designer and researcher who turns user evidence into product decisions. I lead end-to-end research, from framing the question to presenting findings to leadership, and work alongside designers and developers to turn those findings into shipped experiences. I combine qualitative and quantitative methods, and I turn what they show into recommendations a team can build.

Portfolio elenajasso.com
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Phone (+52) 477 228 2412
Location Mexico City, Mexico
Languages Spanish (native) · English C1

EXPERIENCE

Volaris — UX Designer & Researcher

Mexico City · June 2024 – Present

- **Lead end-to-end research** for the app and website across the full travel journey: booking, seats and add-ons, check-in, boarding, and flight changes.
- Led **four research rounds that shaped the colour-coded boarding group system** now live across app, web, PDF and Wallet boarding passes, and airport signage.
- Ran a **mixed-methods study on the sell-or-change flight service** with an international partner, leading to WhatsApp verification, a new in-app entry point, clearer copy and a redesigned email journey.
- Measured the **trust and loyalty impact** of issuing boarding passes without an assigned seat and presented the risk to directors before launch; the findings changed how a pending seat is displayed.
- Choose and combine methods per decision: usability testing, interviews, diary studies, surveys, benchmarking, A/B testing and heatmap analysis.
- Present findings to designers, writers, developers, product owners and leadership, framing recommendations by effort so teams can act on them.

Wizeline — UX Design Intern

Guadalajara · Aug – Dec 2022

- Designed e-commerce and internal platform features with a cross-functional team across Mexico, Colombia and the United States.
- Built components for the shared Figma design library and documented research through site maps, user flows, personas and scenarios.
- Supported user testing as a notetaker; led a personal project presented to the full design team.

MOA Estrategia — UX Design Intern

Guadalajara · Feb – Jul 2022

- Designed the interface and experience for a smart waste-sorting machine and its companion mobile app, from sketches and user flows to Figma prototypes.
- Ran interviews, surveys and in-person testing on both the physical prototype and the digital interface, iterating on both.
- Contributed to the project recognized with a National Design Award.

PROGRAMS & TOOLS

Research

Lyssna, Maze, Amplitude, Claude AI

Design

Figma, FigJam, Miro, Adobe Suite, Webflow

Collaboration

Jira, Notion, Airtable, Microsoft Office

AWARDS

Premio Diseña México

National Design Award · Product Design 2022

- Winner — Hardware for Electronic Devices
- Finalist — Robotics

Award for Innovative Social Entrepreneurship Design

Tec de Monterrey · 2023

Recognized for a hybrid design project combining an intelligent machine, user interface and mobile app focused on solving a social challenge.

CERTIFICATIONS

- Claude 101 — Anthropic Education
- Interaction Design Foundation — Member
- TOEFL — English C1
- UX research, mapping and remote research coursework

EDUCATION

Tec de Monterrey

Bachelor's degree in Design · 2019 – 2023

- Minor in Design & Technology
- Honorable Mention for Academic Excellence · GPA 97 / 100

Wizeline Academy

UX Design | Innovation Experience Program · 2022