

# Eddy Guerra

## Product Designer

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### SUMMARY

UX Designer who has a passion for building compelling user interfaces which solidify a brand's identity and encourages peak user engagement. Skilled in efficient branding, storytelling and generating creative user-centric solutions.

### PROJECTS

#### Career Expert

Jan 2021- June2021

Career Expert is an app that gives people a simple and intuitive way to connect with an expert/community in nearly every career field. This will help users by making them more informed and prepared to choose a career wisely, and create actionable steps to get into their desired career field.

### Education

#### Career Foundry UX Immersion

- Completed a 9-month program focusing on UX methodology with training and mentoring from industry experts
- Conducted research (competitive analyses, surveys, in-person interviews, affinity mapping), developed diverse personas and user journey maps, refined app's information architecture through open card sorting, and produced low-to-high fidelity wireframes for digital prototyping
- Critically analyzed testing data and feedback generated from usability testing, and used these results to lead design reviews and create research- driven app design iterations
- Completed a UX case Study After while learning from the syllabus.

### Industry Knowledge

User Research  
Wireframes  
Prototyping  
Usability testing  
Proficiency in Figma, Sketch, Adobe xd  
Knowledge of Front End Development

### Tools & Technologies

Figma  
Adobe xd  
Sketch  
Invision  
Adobe Suite  
Microsoft Office  
HTML, CSS, Javascript