


# Eduardo Guerrero

## Senior Product Designer (UX/UI)

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With a decade of experience as a Product Designer, my mission has consistently been to assist startups and established players in achieving their goals through design. Whether it involves refining mobile apps or optimising web platforms, I'm committed to comprehending user needs and transforming them into refined solutions.

### Travel break

10/2023 - 04/2024  
5 months

### Sr Product Designer (UX/UI)

01/2023 - 10/2023\*  
10 months

Company: Portfolio REIT / Full Time / London

Sole Product Designer for the startup Portfolio, a Fintech company offering a unique REIT (Real Estate Investment Trust) proposition in the UK.

- Defining workflow and methodologies of design within the company
- Research and data analysis (Competitors analysis, User interviews, Personas)
- Design system setup and maintenance
- Restyling of the full app, including versions 1.5 and a completely new design for the 2.0 version
- Collaborative work in daily stand-ups with PMs, Front/Back-end Devs, QA

\* Business closure

### Sr Product Designer (UX/UI)

01/2023 - 10/2023  
1 year and 9 months

Company: ROKi Digital / Full Time / London

Sole Product Designer leading projects across various sectors, including Fintech, E-commerce, and SaaS:

- Defining UX processes and methodologies within the company
- Conducting research workshops on Persona, Empathy Maps, New Business Canvas, SWOT analysis, and Prioritisation
- Creating low, mid, and high-fidelity designs
- Building prototypes for user testing, using methods such as A/B testing, remote testing, and post-usage interviews
- Designing and building clients' Design Systems

## **Sr Product Designer (UX/UI)**

04/2020 - 02/2021

Company: Webegin / Freelance / London

10 months

Principal Product Designer at the startup 'webegin.today,' a job platform that addresses bias in the hiring process through anonymous job applications:

- Designing the website flow, creating wireframes, and structuring the information architecture to enhance the website's user experience and the new hiring process.
- Defining the website's UI and brand identity to establish a cohesive visual identity for the platform and the company.
- Conducting one-to-one user interviews with hiring managers and job seekers to identify challenges they face during the hiring process or job search, and translating these insights into actionable solutions for the platform.
- Developing low to mid-fidelity prototypes for user testing, incorporating feedback to refine the website's interface and user experience. This process includes A/B testing, remote testing, and post-usage interviews to gather comprehensive insights.

## **Product Designer (UX/UI)**

11/2019 - 04/2020

Company: Doble Engineering / Freelance / London

6 months

Product Design consultant focused on enhancing the UX of the company products and providing design-related support to the team:

- Prototyping low to mid-fidelity manuals (digital and print) using Agile methodology.
- Designing the new UI for manuals and online content.
- Defining the style of the new product catalogue

## **Product Design Consultant**

06/2016 - 06/2019

Company: Studio Make Believe / Full time / London

3 years

## **Product Designer Consultant**

06/2015 - 06/2016

Company: Freelance / Barcelona

1 year

## **Jr Product Designer Consultant**

03/2013 - 06/2015

Company: Loop New Business Models / Full time / Barcelona

2 years 3 months

## Education

### Front-end engineer

Codecademy Certificate

02/2021 - 08/2021

London

### Data analysis for management

London School of Economics Certificate

12/2018 - 03/2019

London

### Industrial design engineering

ELISAVA degree

09/2009 - 07/2013

Barcelona

### Graphic Design Technician

CIPSA Diploma

06/2012 - 12/2012

Barcelona

### Technical architecture

UPC Degree

09/2006 - 06/2009

Barcelona

## Technical skills

- Advanced Figma (including Design Systems)
- Advanced Adobe Pack (Illustrator, Photoshop, Adobe Indesign, After effects)
- Intermediate CSS / HTML
- Basic Javascript
- Tableau (Data analysis software)
- Advanced Microsoft Office (Word, Powerpoint, Excel)
- Design thinking tools and methodologies (Brainstorming, UCD ,Personas ,Service Blueprints, Stakeholders maps, User interviews...)

## Languages

- English (Proficient)
- Spanish (Native)
- Catalan (Native)

## Awards

Red Dot Design Award 2016 Part of the design team in the CWPV3 / Evolution AirTraffic controller working position for Indra