

# Eduardo Guillén

217 Yale ave, El Paso TX · (915) 356-4242 · www.edwardguillen.com

---

## **TENET HEALTHCARE – El Paso, TX**

### **Contractor Multidisciplinary Producer**

**2010 – present**

- Work closely with CEOs, Marketing Directors, and Product Managers at The Hospital of Providence.
- Continuously evaluate new technologies and online tools for adaptation into the team's cross-functional workstream.
- Creative work in a highly collaborative, multidisciplinary, and bilingual environment
- Work with existing templates and company brand expression guidelines elements and apply them to new digital and print collateral.
- Work with cross-functional teams to deliver conceptual designs, wireframes, motion graphics videos, prototypes, user flows, a/b testing
- Perform other duties as assigned

## **Mithoff Burton Partners – El Paso, TX**

### **Website/Interactive Director**

**2007 – 2010**

- Assesed and communicated website usage to management
- Researched and evaluated new technology for purchasing recommendations or decisions regarding web development
- Ensured website functionality, monitored assets and reported on website performance.
- Coordinated with cross-functional teams on developing UI/UX websites to ensure site consistency and functionality.
- Involved interfaces allowing complex user interaction with advanced dynamic content
- Managed SSL certificates and configured user authentication services on websites
- Performed site patching, updates, and upgrades to ensure security
- Performed other duties as assigned

## **EDUCATION**

### **THE UNIVERSITY OF TEXAS AT EL PASO**

**1997 – 1999**

## **SKILLS**

- 20+ years of user experience designer, interaction designer, information architect, or similar role, working within a brand development, digital, or full service creative environment
- Lead, influence, and motivate other designers
- Produce assets for new brand – logo, color, iconography, fonts, patterns, photography, video, audio motion graphics
- Create brand style guide to ensure assets build a coherent brand communication
- Propose innovative UI/UX and work with product, marketing and agency to build the experiences
- Provide visual communication direction to help agencies create sales enable assets and other industry engagement tools
- Collaborate with designers with different backgrounds such as industrial designers, mechanical/software engineers and interaction designers to develop a holistic design for clients
- Facilitate the build of innovative use cases to help engage clients and internal stakeholders

## **SOFTWARE/CLOUD BASE APPS**

- Adobe Creative Suite: (Illustrator, Photoshop, Indesign, Premiere, AfterEffects, Adobe Acrobat, Audition)
- ProTools, Luna (DAWS), Universal Audio Software/Hardware, Output, Waves, Kontakt, Spitfire, Arcade
- UX/UI/Web: Sketch, Adobe XD, Sublime Text, Transmit
- Management Tools: Dropbox, Monday.com, Asana, Microsoft Teams