Edward Guillen

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Full time roles

Prudential
Senior Product Designer
November 2023 - Present

Optimized user on-boarding using Human-Centered Design and AI-driven personalization, resulting in 25% increased user engagement. Collaborated with cross-functional teams to implement machine learning algorithms for user behavior analysis while designing wireframes, prototypes, and accessible web interfaces using HTML, CSS, and JavaScript. Mentored junior designers on AI-enhanced workflows and data-driven design decisions.

Product Design Consultant
Apr 2010 - Nov 2023

Led end-to-end product development for early-stage startups and incubators from concept to launch without dedicated Product Manager support. Provided comprehensive UX strategy and emerging technology consultancy to help clients build and modernize products across B2C/B2B enterprises, healthcare organizations, entertainment platforms, Web3/blockchain startups, and various early-stage companies. Managed full product lifecycle including market research, user experience strategy, technical architecture decisions, and go-to-market planning for startup environments requiring autonomous leadership.

Cisco
Visual Product Designer
July 2023 - Sept 2023

Collaborated with VP of Design and C-Suite executives to align project goals with corporate strategy for B2B security products. Transformed complex technical concepts into compelling visual communications, improving stakeholder communication efficiency and project clarity across multiple enterprise initiatives. Engineered cohesive brand designs across materials and platforms, enhancing brand consistency and market appeal for product launches. Conducted comprehensive user research to inform data-driven design decisions, increasing design efficacy and user engagement metrics.

Warner Music Group
Lead Product Designer
Nov 2021 - Jul 2023

Led cross-functional teams through end-to-end design processes for internal SaaS platform. Championed data-driven design to achieve measurable business outcomes through comprehensive user research using quantitative and qualitative methods. Created wireframes, prototypes, and design systems while advocating for UX research tools to guide product improvements. Collaborated on 'Legato' design system development, improving design efficiency by 30% across multiple platforms.

Tenet Healthcare
Lead Product Designer
Apr 2010 – Jan 2021

Progressed from Visual Designer to Lead Product Designer, demonstrating career advancement through measurable impact. Led UI/UX design for internal SaaS platform and AI-powered healthcare solutions. Conducted UX research and implemented design improvements for healthcare websites while designing complex data visualizations to simplify healthcare metrics, improving user comprehension by 25%.

Skills

Design Tools & Software:
Figma React • HTML5 • CSS3 • JavaScript • Motion Design • Illustration • Adobe

Design & methodology:
Product Strategy • User Engagement & Simplification • Wireframing & Prototyping • Design Best Practices

Leadership & Collaboration
Cross-Functional Team Collaboration • Mentorship Leadership

Awards

USCXA 2024 Award Winner - Prudential (2024)
- Best Business Change and Transformation
- Best Learning and Development
- Best Innovation in CX
- Best CX Strategy

Telly Award - Lovett Law Firm (2022)
- Motion Grahics
- Visual Design
- Audio Engineer