

EDWARD GUILLEN

PRODUCT DESIGNER

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Seasoned UX/UI Designer specializing in enhancing user engagement and simplifying complex processes through strategic design. Proven track record in leading design projects that boost operational efficiency and user satisfaction. Skilled in collaborating across teams to deliver data-driven, user-centric solutions that align with business goals.

WORK EXPERIENCE

Prudential | Product Designer | Nov 2023 - Present

- Optimized user onboarding through enhanced Human-Centered Design process
- Utilized AI and Machine Learning for personalized and optimized onboarding
- Collaborated with cross-functional teams to integrate AI-driven design principles
- Increased onboarding efficiency by 30% through data-driven recommendations
- Designed intuitive wireframes, mockups, and prototypes with AI-powered features
- Developed accessible web interfaces using HTML, CSS, and JavaScript
- Implemented ML algorithms to analyze user behavior and provide targeted support
- Leveraged AI insights to inform design decisions and ensure consistent user experience

Cisco | Visual Product Designer | July 2023 - Sept 2023

- Collaborated with VP of Design and C-Suite to align project goals with corporate strategy
- Transformed complex concepts into compelling visuals, improving stakeholder communication
- Engineered cohesive brand designs across materials, enhancing consistency and market appeal
- Conducted research to inform data-driven design decisions, increasing efficacy and engagement
- Mentored junior team members on best practices and shared expert insights to foster growth

Warner Music Group | Staff Product Designer | Nov 2021 - Jul 2023

- Led UI/UX design for internal SaaS platform, improving user engagement and satisfaction
- Championed data-driven design to achieve measurable business outcomes
- Conducted comprehensive user research using quantitative and qualitative methods
- Created wireframes, storyboards, and prototypes to communicate design concepts effectively
- Advocated for UX research tools, leveraging data-driven insights to guide improvements
- Managed and led design projects autonomously, demonstrating leadership and mentorship
- Collaborated on development of "Legato" design system, ensuring consistency and efficiency

Tenet Healthcare | Various Roles in Product Design | Apr 2010 - Jan 2021

- Progressed from Visual Designer/Web Developer to Lead Product Designer
- Led UI/UX design for internal SaaS platform and pioneering iOS telemedicine app
- Conducted UX research and implemented design improvements for healthcare websites
- Improved navigation and user interaction by over 40% through data-driven design
- Developed consumer-facing websites using HTML, CSS, and JavaScript
- Applied quantitative and qualitative research to inform user-centered design decisions
- Enhanced patient and provider satisfaction through research-driven design improvements

SKILLS

- Product Strategy & Hands-On Design
- User Engagement & Simplification
- Data Analysis & Structural Planning
- HTML, JavaScript, CSS
- Cross-Functional Team Collaboration
- Wireframing, Mockups, Prototyping
- Design Best Practices & Industry Standards
- Motion/Illustration Design
- Mentorship & Principal Designer Leadership

CLIENT SECTOR

Entertainment & Media

Disney (B2C/B2B)

Warner Music Group (B2C)

Healthcare

Tenet Healthcare (B2C)(Ai)

HCA (B2C)

Technology & Networking

Cisco (B2B)(Security)

Blockchain

Sumi Network (B2B/B2C),

(Web3), (Blockchain)

E-commerce & Startups

Alcolozye (Native Dapp)

E-commerce)(AI)(IoT)

Sumi Network (E-commerce)

Fintech

Prudential (B2C/B2B)(Ai)