JONATHAN GUERRA

Lead Product Designer

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Summary

Lead Product Designer with 16+ years designing complex B2B and enterprise products across cybersecurity, transportation, automotive, payments, and SaaS. I combine product strategy, platform thinking, design systems, engineering fluency, and AI to simplify complex workflows, build scalable experiences, and drive measurable outcomes.

Education

B.S. in Computer Engineering at Universidad de Monterrey

UX Management at Nielsen Norman Group

Professional Experience

Cisco - Lead Product Designer · October 2019 – July 2026

- Led design from the standalone Cisco Threat Response product through SecureX to the Cisco XDR platform, unifying investigation and incident-response workflows. Contributed to a reduction of over 90% in incident detection time and adoption growth from 450 to over 6,400 customers.
- Partnered with engineering to shape data structures and API capabilities, translating complex relationships between security objects into intuitive workflows that helped analysts assess threats and respond effectively.
- Reduced design iteration time by 50% through a scalable collaboration process and reusable prototyping components, maintaining design consistency across products.
- Aligned product, engineering, and partner design teams around shared platform experiences, using research and customer feedback to simplify information architecture and refine analyst workflows.
- Mentored 10 designers, several of whom progressed to mid-level and senior roles, while strengthening collaboration between design and engineering.
- Defined and led discovery and prototyping for Network Infrastructure Detection and Response and Privileged Access Management proofs of concept.

Arrive Logistics - Lead UX Designer · December 2018 – October 2019

- Reduced deadhead inefficiency through UX redesign, supporting load growth to 8,000+ loads per month and unlocking operational capacity that supported 70%+ growth in revenue by the end of 2019, helping position Arrive as America's fourth largest truckload brokerage.
- Defined and led the MVP redesign from discovery and user research through prototyping, usability testing, and delivery, driving adoption by 750+ dispatchers within 6 months.
- Expanded design capacity to support platform growth.

General Motors - Senior UX Designer · March 2018 – October 2018 (Contractor)

- Led product and UX strategy for consolidating diagnostics, knowledge-base, and testing systems into a unified platform for global dealership technicians; conducted comprehensive journey analysis to identify pain points across the vehicle repair and service lifecycle.
- Proposed a conceptual redesign of Customer Care & Aftersales, outlining a broader user experience strategy beyond tactical tool consolidation within complex technical constraints.
- Partnered across product teams to contribute design patterns and components to GM's Accelerate Component Library, establishing consistency and cross-functional alignment.

Sumo - Senior UX Designer · July 2017 – March 2018

- Built Sumo's product design function from the ground up, hiring and managing 4 designers and establishing a design culture that shifted the company from engineering-first toward design-forward thinking.
- Led the redesign of core conversion and lead-capture platforms, simplifying information architecture and configuration workflows for digital marketers.
- Improved design delivery velocity through design-engineering collaboration at scale, enabling faster iteration cycles by establishing an iterative process.

Visa - Senior UX Designer · March 2016 – June 2017 (Contractor)

- Established a structured product design process from discovery to prototyping to implementation for a CyberSource payment management platform redesign, creating a repeatable methodology aligned with user-centered design principles.
- Led comprehensive discovery analysis, identifying pain points with direct impact on case-management metrics, and redesigned analyst workflows that reduced time to first response by 30% while increasing caseload capacity per staff member.
- Shipped the redesign improving operational efficiency and user workflows, collaborating with UI and backend engineering teams to ensure design integrity and consistent delivery throughout implementation.

Rackspace - Senior UX Designer · July 2015 – February 2016 (Contractor)

- Led the redesign of Framework Documentation and established a centralized repository of visual resources that scaled design consistency across products, enabling teams to move faster while reducing rework.
- Defined visual direction and design standards for the next generation of Rackspace platform tools, creating alignment between design and engineering on execution approach and user interface principles.
- Partnered with engineering teams to translate design standards into implementation, establishing visual resource repositories.

Kasasa - UI Developer & UX Designer · May 2011 – June 2015

- Pioneered the UX practice at Kasasa, establishing design guidelines for B2B and B2C products and services.
- Introduced a Lean UX process integrated with agile methodology across 5+ product development teams on 2-week sprints. Added UX acceptance criteria to the development process, shifting the organization toward user-centered delivery.
- Built Kasasa's first component library, defining standards that enabled a consistent experience across 45+ customer-facing websites and internal tools. Established reusable patterns that accelerated design delivery and improved UI consistency company-wide.
- Unified fragmented experiences across B2B and B2C products through systematic information architecture and design standards. Redesigned internal applications and process flows, improving employee and customer workflows.
- Educated and raised company awareness of UX as a core business function, establishing a data-driven design culture within the organization.
- Developed 45+ websites for Community Banks & Credit Unions.
- Established templates reducing compliance update time and updated 500+ microsites to new standards, demonstrating design's ability to improve operational efficiency and scale across the customer base.

Kaplan University - UI Developer · September 2009 – April 2011

- Defined information architecture and UX direction for critical faculty and student platforms, translating business requirements into scalable portal experiences that served institutional needs.
- Connected technical and business stakeholders, managing content strategy and portal governance for faculty and area directors, ensuring design decisions aligned with institutional goals.
- Created foundational design patterns and UI standards that guided implementation, establishing consistency across faculty and student experiences.

Design Skills

Product Strategy · Product Discovery · Platform Design · Design Systems · Information Architecture · User Research · Prototyping

Technical Skills

AI-assisted development & prototyping · React · HTML/CSS/JavaScript · Git/GitHub · APIs/JSON · Data architecture