JONATHAN GUERRA

Product Design / User Experience Creative

CONTACT

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PROFILE

Product Designer with around 10 years of professional experience and a strong foundation in Front End Development. Committed to helping companies better understand their audience and craft their digital and physical B2B & B2C experiences. Design Thinking promoter.

EDUCATION

Sports Marketing & Sponsorship
Barca Innovation Hub
Online / Current

B.S. Computer Engineering
Universidad de Monterrey
Monterrey, Mexico / 2003 - 2008

Web Services & UX Design
Universitat Autonoma de Barcelona
Barcelona, Spain / 2007 - 2008

SKILLS

Design
- Wireframe / Prototypes
- User Research
- Card Sort
- Focus Groups
- User Testing
- Whiteboarding
- Mobile First

Development
- HTML
- CSS (Sass & Less)
- Javascript
- jQuery

Software
- Adobe Suite
- Prototyping
- User Testing
- Project Management

EMPLOYMENT HISTORY

Lead User Experience Designer | Arrive Logistics
Austin, TX / December 2018 - September 2019

Leader of Arrive Logistic's core business application redesign. Research and User Testing facilitator. Promoter of Design Thinking in a fast paced, heavy development driven environment.

Senior User Experience Designer | General Motors
Austin, TX / March 2018 - October 2018

Led General Motors Customer Care and Aftersales Experience redesign. Responsible for the user experience strategy in the consolidation of different legacy applications into a new platform. Promoter of the consolidation of distributed design systems into a single system.

Lead Designer | Sumo
Austin, TX / June 2017 - September 2017

Led and managed the Design Team. Implemented processes to prioritize design and user testing throughout the agile software development cycle. Facilitated collaboration between disparate departments to strengthen Sumo's overall brand experience. Conceptualized the redesign of Sumo's website and tools; Promoted a culture of design thinking.

Senior User Experience Designer | Visa
Austin, TX / March 2016 - June 2017

Served as the leader of a design pod carrying design through full agile development cycles. Championed the discovery phase by working with stakeholders and users to elicit requirements and feedback. Generated solutions for problems caused by big data. Produced lo-fi wireframes and fully functional prototypes for user research and development teams. Designed reusable component library to streamline the development process promoting consistency across user interfaces.

Senior User Experience Designer | Rackspace
Remote / July 2015 - February 2016

Led the redesign of Rackspace's new generation of User Interface development tools: Encore UI Component Library (http://rackerlabs.github.io/encore-ui/5.x/#/overview). Produced of lo-fi wireframes and hi-fi functional prototypes for the development team. Created of a repository of visual resources in Axure and Sketch for the design team.

Front End Developer & User Experience Designer | Kasasa
Austin, TX / May 2011 - June 2015

Led software development through a full agile cycle. Designed and developed Kasasa's Component Library. Established UX guidelines as acceptance criteria on B2B & B2C products and services. Worked tightly with stakeholders to produce different design deliverables. Facilitated user testing sessions to compile meaningful feedback. Advocated for a design thinking culture across company.

User Interface Designer - Developer | Kaplan University
Remote / September 2009 - April 2011

Designed and developed the front-end for multiple University websites used by faculty and students. Served as the primary administrator of content.