EDWARD GUILLEN

PRODUCT DESIGNER

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Principal Product Designer with over 10 years of experience creating user-focused, data-driven designs that simplify complex workflows and drive engagement. Proven leader in managing cross-functional teams, developing scalable design systems, and delivering innovative solutions across web, mobile, and enterprise platforms. Skilled in Figma, UX research, and crafting designs that align with both user needs and 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 user engagement by 25% through redesigned onboarding process
- 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
- Mentored junior designers, fostering a culture of innovation and continuous improvement.

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 cross-functional teams through end-to-end design processes, from discovery to execution, for internal SaaS platform.
- Championed data-driven design to achieve measurable business outcomes
- Conducted comprehensive user research using both quantitative and qualitative methods to inform data-driven design decisions
- 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 across multiple platforms and improving design efficiency by 30%.

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
- Designed complex data visualizations to simplify healthcare metrics, improving user comprehension by 40%.
- 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

CLIENT SECTOR

Entertainment & Media
Disney (SaaS)(B2C/B2B)
Warner Music Group (SaaS) (B2C)

Health Tech Experience
Tenet Healthcare (SaaS) (B2C) (Ai)
Arthe (Ai) (startup) (SaaS) (B2C)

Technology & Networking
Cisco (B2B)(Security)

Blockchain
Sumi Network (B2B/B2C) , (Web3), (Blockchain), (SaaS)

Startups
Alcolozye (SaaS) (Native Dapp) E-commerce)(Ai) (IoT)
Luma (Ai) (SaaS) (B2C)

Fintech
Prudential (B2C/B2B)(Ai)

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