# OMAR GUILLERMO

Lead Product Designer / UI UX Designer

# Professional Summary

* Overall Design Experience and Skills
  + 10+ years of Design experience in various industries. My philosophy is “Always Be Learning”.
  + Product Design and UI/UX experience at global IT companies. Design systems, design patterns, iconography, UX writing, wireframing, high-fidelity mockups, prototyping, developer handoff, information architecture, user research, user flows, and usability testing.
  + Graphic Design background with corporate and freelance clients. Traditional and digital media. Branding, logo design, illustration, video editing, photo composition, social media, and web design (HTML and CSS).
  + Experience leading design teams successfully for website and corporate projects.
  + Capacity to translate business needs and technical requirements into precise design solutions to help companies achieve their goals and improve the user’s experience.
  + Confident working in large scale enterprise environments.
  + Strong sense of ownership on projects, value team collaboration, embrace feedback, and prioritize constant improvement.
  + Apply Design Thinking principles for problem-solving, emphasizing a user- centered approach.
  + Developed interactive prototypes in Figma to demonstrate user flows, interactions, and animations, providing a realistic preview of the final product.
  + Design with emphasis on color harmony, consistency, pixel-perfect precision, technical feasibility, accessibility, and innovation.
  + Proficient in designing for both desktop and mobile platforms, with a deep understanding of the unique capabilities and constraints of each.
  + Iteratively refined prototypes based on user testing results and stakeholder feedback, ensuring the final design met user needs and business objectives.
* Industries
  + Wide range of B2C and B2B industry experience: government organizations, energy, tourism, restaurant, food and beverage, sports, automotive, market research, conference industry, SaaS, eCommerce.
* User Research
  + Conducted user research using surveys, A/B testing, heat maps, with platforms such as TryMyUI, User Testing, UsabilityHub, and Hotjar.
  + Confident interviewing real users to get valuable feedback and qualitative insights that are difficult to get from asynchronous methodologies.
  + Gathered qualitative insights through user interviews, focusing on identifying pain points and unmet needs.
  + Analyzed user behavior and feedback from usability tests to refine prototypes and improve overall user experience.
  + Developed personas and user journey maps based on extensive research to guide design decisions and improve user engagement.
  + Synthesized research data into actionable recommendations, directly influencing design improvements and feature prioritization.
  + Utilized surveys and questionnaires to collect quantitative data, uncovering user preferences and trends across target audiences.
  + Conducted competitive analysis and benchmarking to understand industry standards and identify opportunities for differentiation.
  + Facilitated focus groups to explore user perceptions and expectations, driving product iterations based on real user feedback.
  + Observed user interactions through contextual inquiry and field studies, gaining deep insights into real-world usage patterns.
  + Translated research findings into wireframes and prototypes, ensuring the designs addressed user needs and business goals.
* Software and Tools
  + Advanced skill of leading design tools like Figma and Sketch.
  + Knowledge of supportive design tools like Balsamiq (wireframing), InVision (prototyping), and Miro (whiteboards).
  + Experienced and comfortable with Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premiere, After Effects, Adobe XD.
  + Solid skills in main office suites: Google and Microsoft.
  + Experimental use of AI tools like ChatGPT, Midjourney, Adobe Firefly.
* Project management
  + Experience with Agile Methodologies: sprints, SCRUMS, daily standup ceremonies, and retrospective sessions.
  + Project management software such as Jira, Click up, Asana, Basecamp.
  + Collaboration tools such as Slack, Discord, Zoom.
* Languages
  + Spanish (Native)
  + English
    - Over 6 years working with English-speaking clients and teams.
    - TOEFL ITP Score 647 / 677
    - IELTS Score 7.5 / 9 (equivalent to C1 in CEFR framework)

# Education Details

Bachelor’s Degree in Graphic and Advertising Design (Centro de Estudios Las Americas, 2013)

# Certification and trainings

**2023** AI-Powered UX Design: How to Elevate Your UX Career – Master Class, The Interaction Design Foundation (June 2023). Agile Methods for UX design – Online Course, The Interaction Design Foundation (March 2023).

**2022** Accessibility: How to Design for All – Online Course, The Interaction Design Foundation (October 2022). Design Thinking: The Ultimate Guide – Online Course, The Interaction Design Foundation (May 2022). User Experience: The Beginner’s Guide – Online Course, The Interaction Design Foundation (March 2022). Foundations of User Experience (UX) Design – Online Course, Google

**2021** QuestionPro Research Expert – Online Course, QuestionPro (May 2021). QuestionPro Research Pro – Online Course, QuestionPro (May 2021)

**2020** UX in digital products – In Person Workshop, HackSureste (January 2020)

# Skills

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| UX Research | Interviews, surveys, empathy map, personas, user journey map, user flow maps, problem statement, storyboards, heuristic evaluation, design sprints methodology, design thinking, accessible design  principles |
| UX Interaction Design | Analog wireframes, digital wireframes, low-high fidelity prototypes, usability studies, information architecture, rapid prototyping, documentation, design systems, UX writing |
| Visual design | Logotype design, branding systems, motion graphics, digital illustration, iconography design, corporate stationary |
| Software and tools | Figma, Sketch, Adobe XD, Photoshop, Illustrator, Premiere, After Effects, InVision Studio, Jira, Slack, Miro, Zoom, Microsoft Suite, Google Suite |
| Development | HTML5, CSS3, Agile, SCRUM |
| Management | Lead teams to achieve traced objectives (teams of 3) |
| Content Management | Wordpress, Hubspot |

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| Operating Systems | macOS, Windows |

**Work Experience**

**Lead Product Designer / UI/UX Designer– FullStack Labs/Go Daddy, CA, US** January 2022 – Present

FullStack Labs is a leading software consultancy that specializes in web development, iPhone & Android app development, and custom software solutions.

# Responsibilities

* Consultant assigned to a leading eCommerce and hosting company.
* Evaluate, ideate and implement design solutions for the Orders and Fulfillment product.
* Conduct user interviews to ensure the platform fulfills the needs of users from any business size.
* Competitor research, information architecture, user flows, feature requirement documents, storyboards.
* High-fidelity mockups and prototypes with Figma.
* UX writing for error states, user guidance, and clarity on setup flows.
* Responsive design across multiple breakpoints.
* Usability testing for every new feature to validate with data before implementation.
* Collaborate with engineers to ensure a proper handoff and design QA.
* Utilized Figma's rapid prototyping capabilities to quickly develop and test multiple design iterations, ensuring efficient project timelines.
* Created detailed wireframes using Figma to establish the basic structure and layout of web and mobile applications.
* Collaborated with stakeholders to gather requirements and translated them into low-fidelity wireframes, ensuring alignment with project goals.
* Produced high-fidelity prototypes in Figma to simulate real user interactions and gather actionable feedback from stakeholders and users.
* Research, design, and test patterns for potential integration into the platform’s design system.
* Employed user-centered design principles throughout the prototyping process, ensuring designs were intuitive and aligned with user needs.

# Achievements

* Conducted user interviews on a specific segment of users who were mainly focused on Buy Online Pickup in Store orders. Discovered multiple features which would benefit merchants, such as bulk fulfillment of orders and advanced order filtering.
* Designed and tested a setup flow for a third-party integration which allowed merchants to purchase shipping labels directly from within the platform. After 3 months, around 7,500 shipping labels were purchased by more than 6000 active users.
* Update the entire UI to the new design system and ensure that the experience is consistent with the other products on the platform.
* Designed, tested, and contributed an Empty State pattern to Commerce’s design system.
* Defined guidelines for consistent product iconography and illustration design.

**Lead UI/UX Designer – QuestionPro, MX** January 2019 – December 2021

QuestionPro is a leading SaaS company that oﬀers web-based software to create, distribute, and analyze online surveys. They focus on market research, customer feedback, and employee engagement tools.

# Responsibilities

* Promoted to the global team after 2 years in LATAM division.
* In charge of branding and global design for all regions (LATAM, MENA, APAC, GmbH).
* UI/UX design for the FOS (Front Of Site) and key product experiences.
* Conduct user interviews to ensure the software meets and exceeds expectations from both casual and seasoned researchers.
* Competitor research, information architecture, user flows, feature requirement documents, storyboards.
* High-fidelity mockups and prototypes with Sketch and AdobeXD.
* Implemented advanced prototyping features in Figma, such as interactive components, overlays, and micro-interactions, to enhance the user experience.
* UX writing for error states, user guidance, and clarity on setup flows.
* Content writing for landing pages, email marketing, and blog posts.
* Responsive web and product design across multiple breakpoints.
* Collaborate with engineers to ensure a proper handoff and design QA.
* Produced multiple marketing and branding documentation to maintain a consistent brand voice and tone across regions.
* Led a team of 2 designers in company wide projects such as websites, marketing and sales assets, customer service documentation, and SEO.
* Present branding and website updates in the company’s townhall meeting every quarter.
* Worked collaboratively with cross-functional teams, including product managers, developers, and other designers, using Figma's collaborative features to streamline the design process.
* Conducted user research and usability testing on wireframes and prototypes, using insights to inform design decisions and improve user experience.

# Achievements

* Updated the signup page to increase user registration rates and guide users to the proper product. The new experience was launched in October 2021, and while data isn’t currently available, salespeople praised the better qualified leads.
* Redesigned the Credit Card checkout to reduce bounce rates and increase trust in the company. A quarter after release, bounce rates were reduced by 9.52%.
* Developed a website design system, which was later translated into templates that empowered other employees to design and launch the content they required.
* Worked with the dedicated UX team to build a consistent design system between the FOS and product.
* Designed the branding for all product lines: Surveys, Research Suite, Customer Experience, and Workforce.
* Designed the event branding for XDay, a conference organized by QuestionPro for their users and researchers. This project included logotype, responsive website, and marketing materials.

**Senior UI/UX Designer – Question Pro LATAM, MX** February 2017 – December 2018

QuestionPro LATAM offers QuestionPro's online survey software in Latin America and Spanish- speaking regions.

# Responsibilities

* Part of LATAM’s marketing team.
* Design Website content: page images, product mockups, blog covers, infographics.
* Email marketing in HTML+CSS for design and Hubspot for distribution.
* Create physical assets for conferences and events such as flyers, brochures, backdrops, large

format, banners.

* Design graphics for HR and internal communications.
* Generate graphics for Google Ads and YouTube thumbnails.
* Creation of corporate mascot and standardize its use.

**UI/UX Designer – Venados FC, MX** August 2016 – January 2017 Venados FC is a Mexican football club based in Merida, Yucatan that plays in national leagues. **Responsibilities**

* Design advertisements for upcoming matches. Adapt to different media both traditional and digital: Newspapers, flyers, magazine ads, social media, and google ads.
* Website graphics.
* Managed design libraries and components in Figma to maintain consistency across projects and facilitate design scalability.
* Illustration for advertising. Corporate mascot.
* Attend live matches to take photographs and publish real-time updates on social media.

**UI/UX Designer – Leembal, MX** October 2015 – May 2016

Leembal is a creative agency located in Merida, Yucatan, founded in 2007. They specialize in

providing creative solutions for clients in the national government, tourism, and food industries.

# Responsibilities

* Logo design and branding.
* Website graphics.
* Design advertisements and adapt to different media both traditional and digital: Newspapers, flyers, magazine ads, social media, and google ads.
* Illustration for advertising.
* Photo and video editing.
* Visit client sites for product or location photography.

**Senior UI/UX Designer – Honda Sureste, MX** March 2013 – September 2015

Honda Sureste, operating under Honda Mexico, specializes in vehicle sales within the Yucatan Peninsula, covering the regions of Yucatan, Campeche, and Quintana Roo.

# Responsibilities

* Corporate branding.
* Design advertisements to promote new vehicles and sales. Adapt to different media both traditional and digital: Newspapers, flyers, magazine ads, social media, and google ads.
* Create marketing assets for events such as flyers, brochures, backdrops, and large format banners.
* Design graphics for HR and internal communications.
* Illustration for advertising. Corporate mascot.
* Photo and video editing.
* Led a team of 2 designers to fulfill the needs of the 9 car dealership locations.

**UI/UX Designer – Pulsem, MX** May 2012 – February 2013

Pulsem was a creative agency that specialized in website and branding projects for local clients.

# Responsibilities

* Support front-end developer with website graphics.
* Web design and layout.
* Design advertisements and adapt to different media both traditional and digital: Newspapers, flyers, magazine ads, social media, and google ads.
* Illustration for advertising.
* Photo and video editing.
* Vinyl wraps and decals for vehicles.