

Edward Guerra

Design Systems & Design Operations

With eight years of experience in design systems and operations, Edward is passionate about fostering a collaborative environment for design, research, development, and content strategy.

Experience

Fidelity Investments

Remote • Boston, MA • Raleigh, NC

Principal User Experience Designer, Enterprise Design System Dec 2021 - Present

Senior User Experience Designer, Wealth Management Dec 2020 - Dec 2021

Led design for an enterprise design system, aligning design efforts across all central business units to improve quality, consistency, and accessibility across all digital channels.

Defined scope for 30+ web components in collaboration with accessibility and development partners, ensuring seamless integration and accessibility compliance.

Developed a style library to meet designers where they are and automate updating design tokens in existing design files, increasing the the adoption rate of visual styles by 75%.

Led theme efforts across all design toolkits to support brand, dark, accent, and density modes, increasing visual explorations by up to 50% across design production in 2024.

KeyBank

Cleveland, OH

Studio Operations Manager, Key Design Studio Jun 2020 - Dec 2020

UX Lead, Omnichannel Originations Sep 2019 - Jun 2020

Senior UX Designer, Retail Transformation Aug 2018 - Sep 2019

Increased studio staffing by 77% in 2020 and introduced an onboarding framework to reduce 25% of tasks for new hires, improving overall productivity for Key Design Studio.

Optimized studio operations by managing relations with design tools, billing, team training, support, and staffing, resulting in improved productivity and cost-saving management.

Led design ideation for Commercial Real Estate Capital Client Portal, generating \$7.5 million in funding for 2021 product development.

Executed design strategies that directly contributed to a 20% increase in conversion rates for consumer deposits, credit card, small business originations, and real estate capital.

Led design for Paycheck Protection Program, achieving a record 91% click-through rate for 28K+ small business, commercial, and institutional client applications during COVID-19.

Artful Home

Madison, WI

Graphic Designer May 2016 - Jul 2018

Enhanced product result pages and triggered dynamic transactional emails through Agile Software Development Cycles, resulting in a 20% increase in customer engagement.

Led the major redesign of an artist-facing intranet for nearly 2000 users to support submitting artwork, managing product inventory, and artist communication for e-commerce.

Developed user flows, wireframes, and visual designs to inform product discovery for over 22K+ products.

University of Wisconsin-Madison, University Recreation

Madison, WI

Marketing & Communications Intern Aug 2015 - May 2016

University of Texas Rio Grande Valley, University Recreation

Edinburg, TX

Marketing Supervisor Aug 2015 - May 2016

Human Rights Campaign

Washington, D.C.

Consumer Marketing Intern Jan 2014 - Apr 2014

Contact

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Education

M.S. User Experience Design

Kent State University

B.F.A. Graphic Design

B.A. Communication Studies

University of Texas Rio Grande Valley

Recognitions

Fidelity, "Excellence in Action"

Q3 2023 Enterprise Design System, Thinks and works across enterprise

Q3 2022 Data Visualization, Complexity Slayer

Q2 2021 AdviceHub Release, Takes risks and values pace over perfection

Skills

Design Systems Design Foundations

Design Tokens Component Systems

Design Operations UX Research

Workshop Facilitation Wireframing

Interaction Design Product Design

Agile Methodology Motion Design

Accessibility Front-End Development

HTML Nunjucks CSS SASS

Tools

Figma Token Studio EightShapes

GitHub WebAim Storybook

Visual Studio Code Atlassian

Adobe Creative Suite SketchUp

Hobbies

Travel CrossFit 3D Printing

Woodworking Photography Anime

Book Club User Generated Content

midwesthusbands.com