

Edward Guerra

UX Lead | Product & Design Systems

UX leader with 9+ years of experience optimizing design systems and team collaboration across product, research, and content. At Fidelity, led a design overhaul that boosted visual style adoption by 75%, driving consistency and efficiency at scale.

Experience

Medical Mutual Full-time • Hybrid • Brooklyn, OH

Lead UX Designer Jan 2025 - May 2025

- Led 4 designers and partnered with 30+ cross-functional team members to deliver new product features and enhancements across 3 squads for our member experience application.
- Established scalable design foundations for mobile-to-web modernization, enhancing multi-brand theming and improving user engagement within 6 sprints.
- Proposed a message prioritization framework to drive consistency across native mobile applications, responsive web, Sitecore, and Figma.
- Coordinated UX Demos for broader business stakeholders every 2-weeks to maintain transparency on product discovery, ideation, testing, and delivery for 5 sprints.
- Optimized team workload balance to streamline agile development cycles and ensure consistency across omnichannel experiences on various digital platforms.

Fidelity Investments Full-time • Remote • Boston, MA • Raleigh, NC

Principal User Experience Designer, Enterprise Design System Dec 2021 - Dec 2024

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

- Aligned design efforts for all central business units to improve quality, consistency, and accessibility across Android, iOS, web, and Figma.
- Identified scope for 30+ web components across enterprise with accessibility and development partners, ensuring seamless integration and support.
- Increased the adoption rate of visual styles by 75% with a style library to meet designers where they are to update design tokens in existing design files.
- Reduced design production for color modes by 50%, with design tokens passing AA for color modes.

KeyBank Full-time • Cleveland, OH

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

UX Lead, Account Originations Sep 2019 - Jun 2020

Senior UX/UI Designer, Lending Transformation Aug 2018 - Sep 2019

- Optimized studio operations by managing relations with design tools, billing, team training, support, and staffing, resulting in improved productivity and cost-saving management.
- Delivered design for Paycheck Protection Program end-to-end digital application that processed more than 28K+ small business, commercial, and institutional clients to apply with a historically high 91% click-through rate through COVID-19.
- Executed design strategies that directly contributed to a 20% increase in conversion rates in 2020 for consumer deposits, credit cards, small business originations, and real estate capital.
- 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.

Artful Home Full-time Madison, WI

Graphic Designer May 2016 - Jul 2018

University of Wisconsin-Madison, University Recreation Full-time • Madison, WI

Marketing & Communications Intern Aug 2015 - May 2016

Human Rights Campaign Part-time • Washington, D.C.

Consumer Marketing Intern Jan 2014 - Apr 2014

Contact

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Cleveland, Ohio

Education

Kent State University

M.S. User Experience Design

University of Texas Rio Grande Valley

B.F.A. Graphic Design

B.A. Communication Studies

Skills

- Design Systems
- Design Tokens
- Accessibility
- Design Foundations
- Component Systems
- DesignOps
- Interaction Design
- Motion Design
- Agile Scrum
- Product Design
- Wireframing
- Information Architecture
- Facilitation
- UX Research
- Front-end
- HTML
- Sass/CSS
- Nunjucks
- Javascript

Tools

- Figma
- Adobe Creative Suite
- Token Studio
- ZeroHeight
- WebAim
- GitHub
- Git
- Visual Studio Code
- Storybook
- Jira
- Confluence

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

Hobbies

- Travel
- CrossFit
- 3D Printing
- Woodworking
- Photography
- Anime
- Book Club
- User Generated Content
- midwesthusbands.com

Last updated May 2025