

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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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