Eduardo Guerrero

Sr Product Designer (UX/UI)

With 10 years as a Product Designer, I've helped startups and brands turn ideas into seamless, user-friendly digital experiences.

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Mazuma Money
06/2025 - Currently

▶ Sr Product Designer (UX/UI)

Full Time / London

Principal Product Designer at Mazuma Money (Accounting firm revolutionizing accounting with a new methodology and SaaS solution)

- **Roadmap elaboration:** Led the creation and refinement of product roadmaps, aligning design efforts with business goals and user needs.
- **Internal Tools enhancement:** Designed and optimised processes to gather new ideas for the product by setting up a Jira board and priorisation methodologies (RICE)
- **New Accounting methodology software design:** Developed the new interface and workflows for the new accounting software.
- **Design System management:** Built, documented and scaled the company's design system, ensuring consistency across the product and enhancing collaboration.
- **SLT alignment:** Worked closely with senior managers, developers, and other stakeholders to ensure the successful delivery of new features and enhancements.

10/2023 - 04/2024
5 months

▶ ✈️ Travel break

Portfolio REIT
01/2023 - 10/2023*
10 months
* Business closure

▶ Sr Product Designer (UX/UI)

Full Time / London

Principal Product Designer at Portfolio (Fintech startup offering a unique REIT proposition in the UK)

- **Design leadership:** Established and implemented design workflows and methodologies within the company, ensuring cohesive and efficient design processes.
- **User-Centered research:** Conducted comprehensive research and data analysis, including competitor analysis, user interviews, and persona development, to inform design decisions.
- **Design System management:** Developed, maintained, and scaled the company's design system, promoting consistency and efficiency across all product interfaces.
- **Cross-Functional collaboration:** Partnered closely with product managers, front-end and back-end developers, and QA teams in daily stand-ups.

ROKi Digital
05/2021 - 12/2022

1 year and 9 months

Sr Product Designer (UX/UI)

Full Time / London

Principal Product Designer driving innovation across Fintech, E-commerce, and SaaS, leading end-to-end design projects fro companies as Merck, Onmo, Mora etc.

- **Design leadership:** Defined UX processes and methodologies, ensuring a structured and efficient design approach across multiple industries.
- **User Research & Strategy:** Led research workshops, using methodologies such as Personas, Empathy Maps, SWOT analysis, and Prioritisation frameworks to inform design decisions.
- **End-to-End Design execution:** Created low, mid, and high-fidelity designs, ensuring seamless transitions from wireframes to polished UI.
- **Prototyping & User testing:** Developed interactive prototypes and conducted usability tests, including A/B testing, remote testing, and post-usage interviews, to optimise user experiences.

webegin.today
04/2020 - 02/2021

11 months

Product Design Consultant

Full time / London

Principal Product Designer at the startup 'webegin.today,' a job platform that addresses bias in the hiring process through anonymous job applications.

Doble engineering
11/2019 - 04/2020

6 months

Product Design Consultant

Contractor / London

Improving the User Experience of their machinery by creating self-explanatory visual assets to assemble and use them.

07/2019 - 09/2019

3 months

✈️ Travel break

Studio Make Believe
06/2016 - 06/2019

3 years

Product Design Consultant

Full time / London

Supported daily design tasks and client facing duties, including mockups and research, for projects with brands like Red Bull, Lakeland, KitchenCraft, and Budweiser.

FC Barcelona
06/2015 - 06/2016

1 year

Product Design Consultant

Full-time / Barcelona

Freelancing on FC Barcelona's campaign to release their official wall vinyls. Contributed to the design and execution, ensuring alignment with the brand's identity and campaign goals.

Loop New Business
03/2013 - 06/2015

2 years 3 months

Jr Product Designer Consultant

Full time / Barcelona

Assisted the Head of Product in developing innovation projects for clients like Danone and Coca-Cola by conducting research, creating design concepts and delivering presentations to communicate insights and strategies.

Education

Front-end engineer
Codecademy Certificate

02/2021 - 08/2021
London

Data analysis for management
London School of Economics Certificate

12/2018 - 03/2019
London

Industrial design engineering
ELISAVA degree

09/2009 - 07/2013
Barcelona

Graphic Design Technician
CIPSA Diploma

06/2012 - 12/2012
Barcelona

Technical architecture
UPC Degree

09/2006 - 06/2009
Barcelona

Technical skills

- Advanced Figma (including Design Systems)
- Advanced Adobe Pack (Illustrator, Photoshop, Adobe Indesign, After effects)
- Intermediate CSS / HTML
- Basic Javascript
- Tableau (Data analysis software)
- Advanced Microsoft Office (Word, Powerpoint, Excel)
- Design thinking tools and methodologies (Brainstorming, UCD ,Personas ,Service Blueprints, Stakeholders maps, User interviews...)

Languages

- English (Proficient)
- Spanish (Native)
- Catalan (Native)

Awards

Red Dot Design Award 2016 Part of the design team in the CWPV3 / Evolution AirTraffic controller working position for Indra