

Michael Guerrero

Experience Designer

708.308.9100
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mikeg.design
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SKILLS

Branding
Animation
Visual Design
UX/UI Design
Interactive Prototyping
Wireframing
Design Systems
Agile Methodologies
Usability Testing
HTML + CSS

CLIENTS

Brown-Forman
Procter & Gamble
Butterball
Blue Bunny
B&G Foods
Bausch & Lomb
Ricola
Celestial Seasonings
McCormick Spices
PepsiCo
Levy Restaurants
CareerBuilder

SOFTWARE

Adobe CS
Adobe XD
Sketch
Zeplin
Invision
JIRA
Confluence

EXPERIENCE

Senior User Experience Designer

Aon, 2020-Present

As a member of the Aon Consumer Experience & Design team I craft end to end user experiences for our digital products. We solve client problems and identify new ways for our clients to achieve their business goals. Utilizing multiple disciplines, I work hands on when it comes to research, architecture and high fidelity prototyping.

Associate Director, Product Design

Blue Chip Marketing, 2014-2020

As Associate Director of Product Design I led a team of digital product designers and front-end developers. We designed B2B and B2C websites, campaign landing pages and microsites, games, and web-based applications. I would collaborate frequently within the digital team, including project managers, designers, developers and content strategists, as well as cross-functional teams.

- Led and supported end-to-end UX/UI design activities, including storyboards, user flows, wireframes, mock-ups and prototypes
- Created holistic designs and user flows that account for the entire customer journey
- Applied systems thinking to tell unified stories through UI/UX design across devices
- Identified opportunities to drive organic and incremental growth through digital tactics
- Brainstormed digital campaign elements to support brand & shopper marketing campaigns to drive sales
- Identified and implemented internal efficiencies to increase profitability, such as streamlined workflows and new software tools
- Estimated and scoped UX/UI activities
- Contributed to new business pitches for prospective clients

Senior Digital Art Director

Blue Chip Marketing, 2014-2019

Oversaw UX/UI design team for migration and redesign of 50+ websites in B&G Foods' portfolio, including Ortega, Cream of Wheat, Mrs. Dash, Pirate Brands.

- Designed 35+ fully responsive brand websites, sales tools, and promotional microsites
- Created and implemented a scalable design system for a propriety receipt verification system
- Designed a component-based system for an internal website redesign for BlueChip.com
- Provided digital design support and best practices for an internal creative re-brand

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- Planned and ran 20+ usability testing sessions, and analyzed insights

Senior Front End Designer and Developer

Tukaiz, 2007-2014

As a senior web designer and front-end developer at Tukaiz, I was responsible for all digital design and development. I also contributed to print design and production work for our in-house print production shop.

- Website design
- Front-end development
- Web banner creation
- Flash animation
- HTML email design and creation
- Template development
- CMS integration (Wordpress and in house software)

EDUCATION

College of DuPage

Associate in Applied Science Graphic Arts Technology - Desktop Prepress, 2002

Associate in Applied Science Graphic Arts Technology - Web Publishing, 2003

College of Lake County

Associate in Art