

# Edward Guerra

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

### Humana

Full-time • Louisville, KY • Remote

Lead Product Designer, MyHumana

Jun 2025 - Present

- Led cross-channel UX initiatives to modernize visual language, streamline dashboard flows, and accelerate development velocity through scalable design frameworks and stakeholder alignment.
- Realigned native app design tokens with enterprise design system color modes, laying the groundwork for consistent theming and future visual language evolution.
- Explored page templates across horizontal teams to reduce redundant UX patterns and enable faster, more consistent page creation across omnichannel surfaces.
- Partnered with accessibility and design system teams to expand documentation for MyHumana, covering interactive states, responsive breakpoints, and assistive technology support to ensure inclusive design practices.

### Medical Mutual

Full-time • Brooklyn, OH • Hybrid

Lead UX Designer, Mutual Experience Application

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.
- Enhanced project intake processes, balancing team workload and enabling planning for 8 sprints ahead, enhancing development efficiency within 3 months.
- 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 • Boston, MA • Raleigh, NC • Remote

Principal UX Designer, Enterprise Design System

Dec 2021 - Dec 2024

Senior UX 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.
- Co-led design token creation process to sync across Figma and code to enable theming support passing WCAG AA.
- Defined an operating model for gathering requirements to recycle, remix, and release component design iterations across channels.
- 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.

## Contact

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(330) 840-8995

Cleveland, Ohio

## Education

**M.S. User Experience Design**

Kent State University

**B.F.A. Graphic Design**

**B.A. Communication Studies**

University of Texas Rio Grande Valley

## Skills

- Product Strategy
- UX Research
- Workshop Facilitation
- Wireframing
- Accessibility
- Agile Scrum
- Product Design
- Information Architecture
- DesignOps
- Design Systems
- Design Foundations
- Design Tokens
- Component Systems
- Interaction Design

Side note: I built this website [Front-end](#)

- HTML
- Sass/CSS
- Nunjucks
- Javascript

with a little help from AI.

## 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

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Experience (continued)

## KeyBank

Full-time • Cleveland, OH • On-site

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.
- Responsible for design delivery and execution in originating squads for Consumer Deposits, Credit Cards, Small Business Originations, and Real Estate Capital.
- Collaborated with Commercial Real Estate Capital to define a journey and wireframe for a Client Portal to improve our underwriting process with customers.
- 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

- Led the major redesign of an artist-facing intranet for nearly 2,000 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.
- Improved our e-commerce checkout experience by identifying drop-off data, ideating, and testing designs to create a more efficient, streamlined basket checkout user flow.

## 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

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## Growing Interests

Artificial Intelligence Personalization

Vibe Coding Data Optimization

Cross-Platform Consistency

## Hobbies

Travel CrossFit 3D Printing Anime

Woodworking Photography Book Club

[midwesthusbands.com](http://midwesthusbands.com)

## Currently learning:

GSAP and 3D Modeling/Motion