Lizbeth Guerrero Reyes
UX & Product Designer

Stockholm, Sweden
lizgr.35@gmail.com
+46 073 149 54 68
lizguerreroreyes.com

Experience

Product Designer
Stockholm, Sweden
CDON Group (previously Fyndiq AB)
Aug 2021 – current

Currently working on improving the accessibility of our websites. Additionally, I am responsible for end-to-end UX solutions, which includes:

- Developing and maintaining components in Figma for our design system to keep our brands consistent
- Facilitating workshops to align the product and commercial departments in content creation
- Collaborating closely with developers and product managers to implement new features
- Gathering insights through Hotjar, GA4, and user testing to create hypotheses for further A/B testing
- Maintaining and updating the content management system

Freelancer: Research Project Support
Västerås, Sweden
Mälardalens University
Dec 2020 – Mar 2021

I created user journeys for the company EEPAB and the university research team. Then, I designed a digital solution consisting of wireframes and prototypes. My focus was on the design and interaction of a digital platform and how it could be experienced from different stakeholders' perspectives.
In addition, I made a video to explain how the main stakeholders would interact with the platform.

Design Supervisor
Mexico City, Mexico
Tecnología en Promocionales
Mar 2016 – Dec 2016

I coordinated delivery dates with the supplier and the sales department to ensure timely delivery and customer satisfaction. My main responsibilities were:

- Communicating and planning delivery dates with the sales department
- Setting goals and strategies for the company
- Following production orders and ensuring that the final samples met the desired quality standards

3D Designer
Mexico City, Mexico
Tecnología en Promocionales
Jun 2015 – Mar 2016

3D Modelling and rendering (Rhinoceros + KeyShot) promotional products, such as USBs, powerbanks, magnets, and keychains. Development of production files used to make the final product (Rhinoceros + Illustrator).

Education

Mälardalens Universitet
M.Sc in Innovation & Design
2018–2020

Instituto Tecnológico y de Estudios Superiores de Monterrey
B.A in Industrial Design
2010–2014

Skills

Digital Tools

- Figma
- Adobe Suite
- Miro
- Hotjar
- Useberry
- HTML/CSS
- GA4
- Jira
- Panelista
- A/B Testing

UX Skills

- Design Systems
- Accessibility WCAG/ADA
- User flows & journeys
- Workshop facilitation
- User research: Qualitative & Quantitative
- Hi-fi / Lo-fi prototyping
- Data analysis
- Wireframing
- UX-writing
- Visual design
- Storytelling

Languages

English
Native / Bilingual Proficiency

Spanish
Native / Bilingual Proficiency

Swedish
Full Professional Working Proficiency

German
Basic Proficiency