

# Lizbeth Guerrero

## Product Designer

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As an experienced Product Designer, I lead cross-functional teams to align on strategic initiatives. My role involves close partnership with developers and product managers to design and implement new features, ensuring all design solutions are verified through iterative, data-driven testing. I am also responsible for driving the scalability of our design system while remaining hands-on in maintaining all components in Figma.

## Experience

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### CDON Group, Product Designer

January 2024 - currently, Stockholm, Sweden

- Leading the web accessibility across our websites, focusing on improving navigation and interaction for users relying on assistive technologies.
- Lead the migration from our legacy platform to a new one, consolidating two distinct brands under a shared design and code base.
- Designing and running AB tests initiatives to improve the user experience and increase revenue.

-Experimenting with new AI technologies to optimize and improve our ways of working (Lovable, Figma make, Nano Banana, Cursor)

**Skills:** Accessibility (WCAG), Design Systems, AB testing, data analysis, user research, cross-collaboration, AI.

### Fyndiq, Product Designer

August 2021 - December 2023, Stockholm, Sweden

- Created the foundation of our design system, introduced a tracking system and paired components across design and code.

- Facilitated cross-functional workshops to align Product and Commercial departments on content creation strategy. Additionally, I designed components and specified the rules for the Content Management System (CMS) to ensure the CMS was easy to use and the content was accessible and up-to-date.

**Skills:** Design Systems, CMS, Adobe, Figma, content strategy, UX, psychology principles, cross-collaboration, workshop facilitation.

### Mälardalens University, Research projects Support (freelance)

December 2020 - March 2021, Västerås, Sweden

My work involved conducting user research to inform and create tailored user journeys for both the company and the university research team. I then translated these insights into a digital platform solution, designing the full user interface (UI) and interaction flows using wireframes and prototypes. As a key deliverable, I created a video to demonstrate the platform's functionality and illustrate how the main stakeholders would interact with the final product

**Skills:** User journeys, workshop facilitation, wireframing, storytelling, UI

## Education

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**Mäladalens University**, M.Sc in Innovation & Design

August 2018 - October 2020, Västerås, Sweden

**Tecnológico de Monterrey**, B.A in Industrial Design

August 2010 - December 2014, Estado de México, México

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## Languages

English - Native / bilingual proficiency

Spanish - Native/ bilingual proficiency

Swedish - Advanced / Full Professional working proficiency

German - Elementary (A2)

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## Tools

Figma, Miro, GA4, Hotjar, Jira, Linear, HTML, CSS, Cursor, Gemini (Google Suite), Adobe Suite, Storybook, Useberry.