

# Experience

### Sr. UX Designer (L6) AWS • Talent Acquisition Product & Strategy | eero

• Lead product design for Enterprise Solutions at eero.

- Lead product design for Prelude used by more than 25,000 Amazonians, scheduling over 2 million meetings and saving an estimated \$40 million in labor costs.
- Established practices for applying and extending existing AWS visual systems.
- Conducted user interviews, time and effort studies, and accessibility audits.
- Developed product roadmap in collaboration with principal product and engineering leaders.
- Served as a hiring manager and conducted interviews for cross-functional roles including: Engineering, Product, and Design.

I joined an early-stage team as its sole designer to build our first product, Prelude. Built to help recruiters save time scheduling with candidates. Launched in April 2021. In 2024, I transitioned to a role at eero, a subsidiary of Amazon, to design new enterprise features and products.

### Sr. Product Designer

#### Guidebook

Guidebook is an app building platform tailored for events and universities.

- Worked across all customer-facing interfaces and verticals, ensuring a cohesive visual brand across all of Guidebooks' products, marketing channels, and communications.
- Principal designer for Builder, an in-house CMS for building customer guides.
- Designed products for the responsive web, iOS, and Android platforms.
- Principal designer for various products and features, including Cover Pages, Adaptive Dashboards, and customizable icon sets.
- Mentor to junior designers and interns.
- Collaborated with Product to plan projects, determine scope, and allocate resources.
- Authored design documents: feature and flow explainers, design systems, and component-level documentation.
- Design, illustration, and branding.

### UI/UX Designer

#### Meltmedia • Product and Marketing

UI/UX design, illustration, branding for responsive websites and mobile applications.
Operated in a fast-paced agency model serving enterprise business customers.

### **Graphic Design Specialist**

2008 to 2011

### Arizona State University • University Technology Office

• UI/UX design, illustration, branding of responsive websites, mobile applications, and print.

Theming for popular content management systems.

• Served the largest university system in the country.

hi@guiller.me

787.586.4713

ע www.guiller.me

# Design skills

UI/UX Design **Digital Product Design** Visual Design Systems Design Information Architecture Design **Design Documentation** Rapid Prototyping & AI/LLM assited workflows UX Research Accessibility Iconography **Digital & Tradtional Illustration** Branding Sketch Figma Adobe Creative Cloud Webflow

## **Professional skills**

Strong Communicator Cross-Functional Collaboration Bilingual in English & Spanish Product Stradegy & Research Design & Product Mentorship Design Critiques Design Hiring & Interviewing Design Leadership Design Management Monitors Design & Interface Trends Versed In Best Practices

## **Experienced In**

Front End Web Development Video Editing Motion Graphics 3-D Visualization & Animation

# Education

BFA in Visual Communication Design, Computer Imaging Concentration University of Dayton 2003-2007

2011 to 2014

2020 to 2025

2015 to 2020