Isabella Guida.

Senior UX / Product Designer |

Research to delivery · Design systems · AI in design
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Senior UX / product designer with 7+ years designing websites, enterprise tools and digital products for global organizations, from Aon's worldwide digital platforms to self-service portals, authoring platforms and retail experiences for 10+ clients. I work across the whole process: research with real users, journeys and information architecture, wireframes and prototypes, polished UI and close collaboration with developers through launch, then data to see what worked. I build and maintain design systems with Figma variables and tokens, and AI is part of my daily work: I prototype with Claude and Cursor and build the AI Skills my design chapter uses. Trained in visual communication design, I care as much about typography, layout and motion as about product logic.

7+ years in UX and product design	**10+** clients in retail, government, maritime, SaaS	**40%** more visitors reading content at Aon

EXPERIENCE

UX Designer · Aon

Rotterdam, NL | Dec 2024 – Present

- Design websites, landing pages, user journeys and prototypes for Aon's digital platforms worldwide, from discovery to high-fidelity UI and launch.
- Work with product managers, developers, marketing and stakeholders across regions, presenting design direction and explaining decisions.
- Turn GA4 and Hotjar data and usability tests into practical improvements. One round of layout and flow changes led to **40% more visitors staying on the page to read the content**.
- Look past the brief: review audiences, goals and existing content before designing, then propose improvements to flows, layouts and accessibility.
- Define and maintain a reusable **AI Skill ecosystem** for the Chapter Design team, translating design standards, best practices and quality criteria into Skills designers use every day.
- Prototype with Claude and Cursor and work hands-on in HTML/CSS, so ideas can be reviewed and tested early.
- Set up and maintain Figma variables and design tokens, and contribute accessible (WCAG) components and documentation to the design system.
- Design and animate motion graphics, LinkedIn campaign visuals and infographics, and build reusable templates that keep Aon's brand consistent across teams.

UX & UI Designer · Prisma-IT

Rotterdam, NL | Jan 2021 – Nov 2024

- Designed web and mobile products for **10+ clients** in retail, government, maritime and SaaS, working directly with client stakeholders and with developers through delivery.
- **Loodswezen (research):** ran interviews, questionnaires and empathy maps with customers and staff to find out why requests kept going wrong. Customers found the forms long and confusing, and staff spent their time fixing incomplete submissions.
- **Loodswezen (portal):** mapped journeys and IA, then designed a self-service portal with guided multi-step flows, validation, review and confirmation. It replaced **10+ Excel files exchanged by email every week**. Handed off to two front-end engineers.
- **JBL:** one-month tender concept for an interactive in-store display. Shoppers compare 4 to 5 speaker models with 360º views and music playback, store staff get a setup wizard and the brand gets an analytics dashboard. Built on a competitor SWOT and usability tests.
- **CIP:** rebuilt the sitemap, search and content hierarchy of a Dutch government cybersecurity website in a two-week sprint. Mobile-first, from sketches to a Figma prototype tested with 5 users.

- **Authoring platforms:** led UX for enterprise CMS and authoring platforms, simplifying complex workflows for daily users with reusable design assets and documentation.
- Used Figma variables and design tokens to keep designs consistent across client products.

Digital Designer · **Lobo de Rizzo** São Paulo, BR | Feb 2020 – Dec 2020

- Designed digital experiences and interfaces for the law firm, based on user needs and business goals.
- Planned and ran user research and usability tests to validate concepts before development.
- Produced visual concepts and worked with developers so the final product matched the design.

UX/UI Designer · **A2B Group** Rio de Janeiro, BR | Jul 2018 – Sep 2019

- Designed and customized Shopify e-commerce pages focused on clear product presentation.
- Designed responsive, accessible websites and turned usability findings into improvements.
- Created visual identities, digital assets, newsletters and marketing materials.

SELECTED WORK

JBL interactive display 2024

A touch display for shoppers to explore, compare and hear JBL speakers in the store. isabellaguida.me/work/jbl-digital-display

Loodswezen customer portal 2024

A self-service portal that replaced emailed Excel forms for the Dutch pilotage service. isabellaguida.me/work/loodswezen

CIP website 2023

A clearer structure for a Dutch public-sector website on security and privacy, designed in two weeks. isabellaguida.me/work/cip-website

Smart House app 2023

A mobile app to check and change the climate and lights of every room, from research and IA to a design system and a coded front-end prototype. isabellaguida.me/work/smart-house-app

SKILLS & TOOLS

Research Interviews, questionnaires, usability testing, journey mapping, empathy maps, competitor analysis

Product design IA, wireframes, prototypes, high-fidelity UI, complex workflows, dashboards, web and mobile

Systems Design systems with Figma variables and tokens, component documentation, WCAG, HTML/CSS

AI AI-assisted prototyping with Claude and Cursor, AI Skills for design standards, Midjourney

Data GA4, Hotjar, A/B testing, SEO

Visual & motion Typography, layout, visual identity, motion design, video editing, infographics

Tools Figma, Relume, Jira, Adobe Creative Cloud (After Effects, Premiere Pro, Photoshop), 3ds Max, Canva, Claude, Cursor

Ways of working Agile/Scrum, cross-functional teams, presenting to clients and senior stakeholders

EDUCATION

Postgraduate Degree, Web UX/UI · IADE Creative University, Lisbon 2022 – 2023

BA, Visual Communication Design · PUC-Rio, Rio de Janeiro 2015 – 2019

Awards Brazil Design Award (2020), Global Goals Jam (2018)

Languages Portuguese (native), English (advanced), Italian (intermediate), Dutch (learning)

Interests Travel, photography, competitive swimming