

TOM GUERRERO

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Portfolio: tomguerrerodesign.com

SUMMARY

UX/UI Researcher and designer who crafts thoughtful and engaging experiences to reflect consistently both business and user needs. Excels at blending empathy, user experience, and business savvy into web and mobile applications that delight and inspire.

TECHNICAL SKILLS

Technical: UX/UI design thinking, user interviews, proto-personas, research planning, surveys, competitive research, affinity mapping, empathy mapping, user insights, problem statements, value propositions, rapid brainstorming, prioritization matrices, “I like, I wish, What if” method, MoSCoW method, UX storytelling, storyboarding, paper prototyping, user flows, usability testing, capturing user feedback, accessibility, heuristic analysis, atomic design, style guides, design systems, moodboards, style tiles, color, iconography, imagery, low-fidelity/mid-fidelity/high-fidelity mock-ups and prototyping, interaction design, product design, A/B testing

PROJECTS

East Coast Hockey League Mobile App Redesign

Demo:

<https://www.figma.com/proto/BfHZQtfnYunViwOkx1zyhl/Image-and-Color-Editing?page-id=0%3A1&node-id=35-6214&viewport=-7725%2C-432%2C0.22&t=INnBHocTlvIpTlr-1&scaling=scale-down&starting-point-node-id=35%3A6214>

- My team and I redesigned their mobile app to provide users with a more engaging experience adding visual elements such as video content and images, as well as simplifying the navigation.
- My roles ranged from initial project inception and planning through to prototype development and testing from low to high-fidelity
- Tools used: Figma, FigJam, Miro, Trello, Google Apps

Citizens for Animal Protection RWD Redesign

Demo:

<https://www.figma.com/proto/BfHZQtfnYunViwOkx1zyhl/Image-and-Color-Editing?page-id=62%3A17551&node-id=62-17631&viewport=409%2C117%2C0.04&t=biAfjRU6LWfR4eRy-1&scaling=min-zoom&starting-point-node-id=62%3A17631>

- My team and I provided them with a RWD prototype that was warmer and simpler to navigate than their existing website.
- My roles ranged from initial project inception and planning through to prototype development and testing from low to high-fidelity
- Tools used: Figma, Miro, Trello, Google Apps

U.S. Department of Education RWD Redesign

Demo:

<https://www.figma.com/proto/5GRPEGZuqzwCAAd45yFGK13/Mod-11-%26-12-Challenge?page-id=702%3A6387&type=design&node-id=702-6388&viewport=-2869%2C-4370%2C0.45&t=PESnMfqW6bhxq1oC-1&scaling=scale-down&starting-point-node-id=702%3A6388>

- To reorganize and simplify the layout and navigation system of the Department of Education website to make it less confusing for users and to make it more visually appealing
- My roles ranged from initial project inception and planning through to prototype development and testing from low to high-fidelity
- Tools used: Figma, Miro, Trello, Google Apps

EXPERIENCE

General Merchandise Team Member
Target Corporation

2022 – Present
 Clermont, FL

Team Member Trainer making sure new team members are on-boarded correctly and receive effective training that is on brand; maintaining inventory accuracy for both sales floor and backroom.

Team Leader - Flexible Fulfillment/General Merchandise/Grocery
Target Corporation

2015 – 2022
 CA and FL

Leading teams of up to 30 team members over Flexible Fulfillment, Grocery, General Merchandise departments; making sure team members worked together smoothly to achieve all company standards and resolving any issues with team members/store facilities or equipment that might be barriers to meeting standards; working with and training team trainers and team members (when necessary); maintaining and exceeding company standard in fulfillment for canceled inventory below 7% yearly.

ADDITIONAL EXPERIENCE

General Merchandise Manager
Albertsons, Inc.

1994 – 2014
 FL and TX

Began 20yr career in retail as a bagger; worked my way up to GM/Asst Store Manager. Responsibilities included: providing leadership presence at store level and leading the entire store team in Store Director's absence; managing General Merchandise team; inventory levels below \$250k, payroll at or under 6.5% of department sales, shrink below 1% of department sale, managing store operating/maintenance expenses.

EDUCATION

Boot Camp Certificate: University of Minnesota, 240 Williamson Hall 231 Pillsbury Dr. S.E. Minneapolis, MN 55455

An intensive 24-week long boot camp dedicated to teaching students the principles of user-centered design thinking. Skills learned consist of HTML5, CSS, JavaScript, Bootstrap, jQuery, User-Centric Design Research, Visual Prototyping & Wireframing, User Interface Development. Tools used were Figma, FigJam, Miro, Trello, VS Code, GitHub, Google Apps

Associate in Arts: Valencia College, 701 N Econlockhatchee Trail Orlando, FL 32825