

Jeisson Guerrero Estrada

PROFILE

Product Designer with 4+ years in startups, blending user-focused design and strategy. I thrive in collaboration, crafting products that solve real-world problems. I translate user needs into intuitive, engaging experiences that drive business growth.

EDUCATION

UNIVERSITY OF WASHINGTON, SEATTLE, WA

Master of Science in Human-Centered Design & Engineering, *On-Going*

WESTERN WASHINGTON UNIVERSITY, BELLINGHAM, WA

Bachelor of Arts in Business Administration, Marketing Concentration

CERTIFICATIONS

UNIVERSITY OF WASHINGTON, SEATTLE, WA

- o UX & Visual Design
- o Foundations of Programming: Python
- o Foundations of Data Analytics

GOOGLE COURSERA

- o Microsoft Full-Stacked Developer, *On-Going*
- o Google UX Design, *On-Going*

SKILLS

Design: UI/UX design, interaction design, wireframing, prototyping (Figma), user flows, visual design, branding, logo design, animations, and graphic design.

User Research: User interviews, usability testing, A/B testing, surveys, competitive analysis, card sorting, and tree testing.

Strategy: Brand strategy, product strategy, growth strategy.

Collaboration & Communication: Stakeholder management, client communication, presentations.

EXPERIENCE

PRODUCT DESIGNER

Mergen Internship | Stanford, CA | 2024 - *Present*

- Chosen from 12,000 applicants to work with admission experts from Stanford, Harvard, the University of Washington, and Penn on product development.
- Created the first design system, ensuring consistent and efficient design and brand image through close collaboration with the CEO and Product Manager.
- As a founding designer, my contributions were central to many of Mergen's initial features.

PRODUCT DESIGNER

University of Washington | Seattle, WA | 2024 - *Present*

- Collaborated with experts from the University of Washington and skilled therapists to develop a physical and digital product, BloomWell.
- Conducted research, including user interviews and competitive analysis, to define design requirements and create user personas for a user-centric solution.
- Developed sketches, wireframes, and Low-Fi, Mid-Fi, and High-Fi prototypes for BloomWell, along with conducting usability testing.

PRODUCT DESIGNER

University of Washington | Seattle, WA | 2023 - *Present*

- Created Verifacto to combat online disinformation and address information illiteracy and social bias. Google validated this concept the following year with the launch of "Circle to Search."
- Conducted SWOT analysis, 16 user interviews, and prototype testing. Created user flows, journeys, and personas for data-driven design decisions.
- Led ideation sessions and secured unanimous support from over 40+ designers and educators for the best concept to address problem space.