

MIZAEL GUERRERO “MIZ”

art@hiremiz.com | 214-541-8376 | hiremiz.com

- EDUCATION** Associate of Applied Arts in Graphic Design **December 2012**
Art Institute of Dallas, Dallas, Texas
- SKILL SET** Adobe® CC, Sketch, Zeplin, InVision
HTML5, CSS3, WordPress, Bootstrap, eCommerce
Microsoft® Office
PC and MAC
Strong communication skills to articulate verbally and good listener
Able to work in a fast-paced environment
Competent to work effectively with anyone with different skill sets and personalities
Possess effective time management skills to prioritize tasks and meet deadlines
Adaptable to new situations, changes, and new ideas
Bilingual - Fluent in oral and written communication both English and Spanish
- EXPERIENCE** **Freelance Designer** **2008 - Present**
Have worked with various clients and helped with design projects that include but not limited to; web design, web development, ecommerce integration (WP), visual branding, UI/UX design, landing pages, magazine layouts, brochures, business cards, logos, labels, print ads.
- Senior Product Designer** **2021-Present**
Ameriprise Financial
- As lead designer I work directly with PO, Technical Leads, and stakeholders to plan and strategizes our product roadmap.
 - Lead two junior UI/UX designers, assign their tasks, work with them closely to improve their skillset and provide guidance
 - Research and ideate new and current functionality in the mobile app and conceptualize enhancements via prototypes and work with the UXR team to validate designs and iterate.
 - Created and maintain a design library and components for our design team.
- Senior UI/UX Designer** **2017-2021**
Baylor Scott & White Health
- Collaborate with the different teams; stakeholders, project managers, developers, API, and other designers to define the user needs and features to be brought into sprint planning.
 - Research and ideate new and current functionality in the mobile app and conceptualize enhancements via prototypes and work with the UXR team to validate designs and iterate.
 - Provide use cases and improvements to the user experience through journey maps, touching on possible pain points and providing ideal solutions.
 - Take full ownership of projects, from concept to working with the development team to ensure the launch is successful.
 - Created and maintain a design library and components for our design team.
 - Document progress and collaborate with developers and QA in MS Azure Dev Ops.
 - Provide guidance on app architecture and create a sitemap in our Scoping Squads when new third-party vendors are considered for new feature implementations.

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UI/UX Designer and Creative Director

2015-2017

Squeezology Corp

- Designed all the visual branding identity and led all the UI/UX projects for .com website
- Served as project manager for all development efforts with an in-house and offshore team
- Created all UI/UX designs for an eCommerce platform that served as template for clients
- UI/UX initiative led to higher conversion rates and an increase to lead capturing through a step-by-step form experience.
- Supervised three interns in the marketing department responsible for content writing, graphic design, and social media management.

Graphic and Web Designer

2014-2015

Insurance Technology Corporation

- Responsibilities included designing graphics for client’s websites, stationery, collateral, email marketing, and social media platforms.
- Design web, landing pages, and email templates.
- Minimal front-end development using Bootstrap’s framework.
- Assisted with front end code to make email templates responsive.
- Redesigned the company’s corporate website and stationery set.

Graphic and Web Designer

2013-2014

Webcetera DBA EZLynx

- Design graphics and layouts for email marketing, splash images, landing pages, brochures, banners, social media, and logos.
- Branded client’s websites using CSS3 and HTML5 code.
- Worked directly with developers to ensure the UI matched the design.

Pre-Press Art Technician / Graphic Designer

2008-2013

PrintPlace.com

- Designed and created training guides for the Customer Service Department consisting of, mailing requirements and tutorial manuals of Photoshop, Illustrator, InDesign, and Microsoft Publisher.
- Created new calendar design templates for customers to use.
- Supervised 3 Art Technician employees to complete and meet our deadlines of up to 500 jobs, daily.
- Resolved expedited calls and adequately addressed issues with achieving customer retention.
- Assisted clients over the phone or in-person with artwork inquiries, pre-press techniques, and color theory questions.
- Conducted art verification, file repair, and pre-flight for 3,500 plus artwork files monthly.