Susan Guevara
Product Designer

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SELECTED EXPERIENCE

Bird Senior Product Designer
March 2021 - Feb 2022 Los Angeles, CA

- Led UX design for the strategic intent of becoming a well run public company.
- Built tools for our Fleet Manager partners to improve inventory tracking, vehicle uptime and public compliance.
- Designed features for the consumer facing app while collaborating closely with brand, business and engineering.

Business Wire Senior Product Designer
May 2018 - June 2019 San Francisco, CA

- Full refresh and UI realignment of SNR Trak, a media management product as part of a replatforming project.
- Updated UX of core product *Connect* based on extensive research and explorations.
- Collaborated closely with researcher in conducting user studies and engineering to build out a new UI library.

Sephora UI/UX Designer
Jan 2017 - April 2018 San Francisco, CA

- Helped design and launch the Beauty Insider Community experience for mobile.
- Designed a robust internal app for our Sephora store partners from concept to launch.
- Led the mobile design library to help ship features faster while ensuring a unified design language.

WalmartLabs Mobile UX Visual Designer
Jan 2012 - April 2016 San Bruno, CA

- Design, buildout and iteration for Walmart, Sam's Club and Asda brands focused on native mobile apps and mobile web.
- Part of the small team responsible for the complete redesign of the Sam's Club app on iOS and Android.
- Helped developed cohesive design systems through pattern libraries and guidelines that reduced redundancy and increased efficiency.

TheFind, Inc. (Acquired by Facebook) Visual Designer
Jan 2011 - June 2012 Mountain View, CA

- Part of the product team for a discovery shopping search engine start up.
- Contributed design for innovative shopping apps on mobile, tablet and facebook platforms
- Developed visual and interaction design through cross-functional collaboration for core web product.

EDUCATION

BFA in Computer Arts, New Media
Academy of Art University — San Francisco, CA

BBS in Speech-Language Pathology and Audiology
Hardin-Simmons University — Abilene, CA

SKILLS

My skillset encompasses the end-to-end product design lifecycle including information architecture, wireframes, visual design, interaction design, illustration, prototyping, and accessibility standards within an agile process. Core tools used include industry standards like Figma, Creative Cloud Suite, Rive and Jira.