IAN GUISARD

iguisard@gmail.com | ph. 1-786-543-7859 | Mill Valley, California | ianguisard.com

EXPERIENCE

Product Manager, Product Designer, ProfEdu   *Nov 2019 – Present*

- I worked with founders to translate and triage the initial business requirements into a structured product roadmap.
- Using Adobe XD, I designed an interactive version of the minimum viable product for initial user-testing feedback, product demonstrations, and validation. Soft-launched Feb 2020.

Product Manager, Product Designer, Independent Contractor   *Sep 2019 – Present*

- Provided product development services in user experience design and product management. Notably, I redesigned the "Drop.com" community site to improve user retention and acquisition KPIs. Developed new "Ending Soon" card feature which increased exposure to projects that were close to being fulfilled for production.

Product Designer, Quality Assurance Engineer, AgroFresh   *Apr 2018 - Aug 2019*

- Joined the AgroFresh product development team as part of company acquisition. I was responsible for the user experience design and quality assurance for the newly developed FreshCloud platform.
- Translated the business requirements into prototypes and detailed UI specifications for developers. Using Figma, I developed a set of elements as part of a design system to improve the efficiency of UI prototype development.
- Collaborated with project managers, web developers, data scientists to prioritize feature development that aligned with business requirements for the upcoming launch of the B2B cloud platform.

Product Designer, Project Manager, Marketing Coordinator, Verigo   *Jul 2015 - Aug 2018*

- Joined as an early member of an IoT startup, specialized in the cold supply-chain industry. As a part of a small team, I worked in several roles including project management, product design, marketing, and quality assurance. We successfully launched the world's first low energy Bluetooth IoT data logger.
- Analyzed key performance indicators and quantitative usage data from user sessions, to drive and influence new feature development and quality of life improvement to the system of mobile and web apps. I worked closely with sales managers and end-users to gather qualitative data used for research and development of user experience.
- Tracked cross-function team development progress using JIRA, assisted with multiple projects simultaneously at different stages of development from concept to completion. Translated complex product features into highly detailed user stories and maintained quality assurance testing documentation using ISO standards.
- Designed the user interface for various features throughout 2015 and 2019. I developed technical specifications for mobile and web apps, marketing assets, including product summaries, specifications sheets, marketing websites, user guides, pitch decks, ASO, and other marketing collaterals.

EDUCATION

Bachelor of Science in Business Administration, Marketing   *Aug 2013 - Dec 2015*
University of Florida

Associate in Science, EMT-B**,** Pre-Bachelors   *Jan 2011 - May 2013*
Miami Dade College Wolfson

PROJECTS

Marketing Site Website *Dec 2019*

- Developed "Designr.dev" landing page using WordPress, Adobe Illustrator, and animated SVGs using Anime.js.

Competitive Analysis Framework *Jun 2020*

- Designed a competitive analysis framework for new mobile game development.

Opportunity Analysis *May 2019*

- Analyzed and segmented Brooks Brothers' online demographics and how different channels of acquisition performed.

SKILLS

- **Project Management**: Slack, Zoom, Git, Jira, Confluence
- **Design Tools**: Adobe Creative Suite, XD, Figma, Illustrator
- **Data & Research**: Excel Pivot Tables, Tableau, Google Suite, Market Research, A/B Testing
- **Additional Languages**: Portuguese, Spanish