

# IAN GUISARD

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## EXPERIENCE

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### **User Experience 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 a new “Ending Soon” card feature, which increased exposure to projects and products that were close to being fulfilled for production.
- I worked with ProfEdu to translate and triage the initial business requirements into a structured product roadmap. I designed an interactive version of the minimum viable product for initial user-testing feedback, product demonstrations, and validation. ProfEdu was soft-launched in Brazil in February 2020.

### **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 web developers. Using Adobe XD, I developed a set of elements as part of a design system to improve UI prototype development efficiency.
- Collaborated with project managers, web developers, and data scientists to prioritize feature development aligned with business requirements for FreshCloud product launch.

### **Product Designer, Project Manager, Marketing Coordinator, Verigo**

*Jul 2015 - Aug 2019*

- 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 KPIs and quantitative usage data from user sessions to research and develop new innovative features and quality of life improvement to the system of mobile and web apps. I worked with internal and external stakeholders to gather qualitative data for the research and development of the user experience of the Verigos platform.
- Managed cross-function teams of engineers to develop a mobile Android platform and improvements to IOS and web app. I translated product features into highly detailed user stories and maintained a backlog for Android, IOS, and Web development teams.
- 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

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### **Project Management Professional, PMP, Certification #2901424**

*Dec 2020 - Current*

Project Management Institute

### **Bachelor of Science in Business Administration, Marketing**

*Aug 2013 – De 2015*

University of Florida

### **Associate in Science, EMT-B, Pre-Bachelors**

*Jan 2011 - May 2013*

Miami Dade College Wolfson

## PROJECTS

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### **Marketing Site Web Design 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

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- **Project Management:** Agile Software Development, BLE IoT Development, Confluence, JIRA
- **Design & Tools:** UX Design for Mobile and Web, Adobe Creative Suite, XD, Figma, Illustrator, Google Suite
- **Data & Research:** Excel Pivot Tables, Tableau, Google Suite, Market Research, A/B Testing
- **Additional Languages:** Portuguese, Spanish