Zachary Guerrero

Senior Product Designer

Riverside, California   (702) 469-5962   zack@zkg.io   zacharyguerrero.com

Senior Product Designer with 10+ years working on enterprise SaaS, insurance, and membership platforms. At Pacific Life, I led research and design for internal tools and customer portals—working within strict regulatory requirements while keeping workflows simple. I focus on turning unclear problems into tested solutions that improve conversion and reduce friction.

Work Experience

Member Splash
Ladera Ranch, CA
05/2025 - Present

Product Designer

- Redesigned member onboarding, application, and renewal flows. Used prototyping and usability testing to cut friction and improve completion rates.
- Run discovery sessions with clients to understand goals and pain points, then turn those into prioritized designs and tested prototypes.
- Analyze user behavior, A/B tests, and session recordings to find problems and fix them. Focus on helping people finish what they came to do.

Beetle & Frog Design
Riverside, CA
10/2018 - Present

UX Consultant

- Lead UX strategy for clients in different industries. Run discovery workshops to understand goals, then design solutions that improve conversion.
- Design responsive websites through wireframes, prototypes, and usability tests. Ensure WCAG 2.1 AA compliance.

Pacific Life Insurance Company
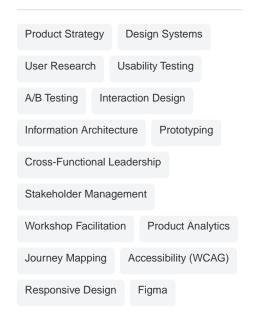Newport Beach, CA
11/2022 - 10/2024

User Experience Designer II

- Led UX research for policyholder, agent, and internal tools. Ran interviews and usability tests that shaped what the product team built next.
- Designed enterprise portals and internal tools for claims and underwriting. Built early design system components that other teams reused.
- Worked with product, engineering, and business analysts to ship accessible experiences while navigating technical and regulatory constraints.
- Presented design strategy and research to leadership. Got approval for user-focused changes tied to business goals.

Aeries Software
Orange, CA
07/2019 - 07/2021

Product Designer

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Skills

Product Strategy   Design Systems

User Research   Usability Testing

A/B Testing   Interaction Design

Information Architecture   Prototyping

Cross-Functional Leadership

Stakeholder Management

Workshop Facilitation   Product Analytics

Journey Mapping   Accessibility (WCAG)

Responsive Design   Figma

Education

Associates of Applied Science in Information Technology
ITT Technical Institute
Henderson, NV

Designed parent and community portals for a K-12 student information system. Made it easier for families to find grades, attendance, and student info.

- Worked with marketing and product to keep designs consistent across public and logged-in experiences. Built reusable components.

Multimedia LLC

Laguna Hills, CA
04/2018 - 07/2019

UX/UI Designer

- Redesigned the payment and add-ons purchase flow, reducing checkout friction to increase conversions.
- Streamlined the content upload-to-broadcast workflow for content creators, improving discoverability of advanced features and platform engagement.