Zachary Guerrero

UX Designer

Chino Hills, California

1 (702) 469-5962

zack@zkg.io

linkedin.com/in/LinkedIn.com

zkg.io

With over a decade of experience, I specialize in user experience and product design that puts people first. At Pacific Life, where innovation is key, I combined UX/UI strategy with thoughtful design to create solutions that engage and deliver results. My approach is grounded in understanding user behavior, ensuring every product is intuitive, effective, and impactful.

WORK EXPERIENCE

Beetle & Frog Design
Chino Hills, CA · 10/2018 - Present

CX & UX/UI Web Optimiziation Consultant · Freelancer

- Ensured optimal user experience by creating intuitive layouts, clear navigation, and accessible content.
- Analyzed client pain points and provided actionable recommendations for improving the overall customer journey.
- Collaborated directly with clients to identify business goals, target audiences, and unique value propositions.
- Created wireframes and prototypes to visualize website layouts, user flows, and functionality before development.
- Iterated designs based on client feedback and usability testing.

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

User Experience Designer II

- Conduct user interviews, surveys, and usability tests to understand the needs of policyholders, agents, and internal teams using zoom and remote tools like clickable prototypes
- Create user personas that reflect the unique needs of different stakeholders, such as claims adjusters, underwriters, customers, and financial professionals.
- Design low- and high-fidelity wireframes and prototypes to visualize workflows and user interfaces for both internal tools and customer-facing portals
- Structure complex tools with intuitive navigation to help users quickly locate important information, like policy details, claims statuses, and reports.
- Work closely with developers, product managers, and business analysts to ensure designs are feasible and aligned with technical and business goals.
- Ensure all designs meet ADA, WCAG, and other accessibility standards to serve users of all abilities.
- Present designs and research findings to leadership, demonstrating how proposed solutions align with business objectives.
- Design onboarding workflows or training materials for internal teams and customers to reduce friction when adopting new tools.

SKILLS

- Accessibility standards (e.g., WCAG, ADA compliance)
- APIs and integrations
- Competitor analysis
- Data analysis and synthesis
- Design systems creation and management
- Figma
- Google Analytics
- Hotjar
- Information architecture
- Interaction design
- JavaScript
- Journey mapping
- Leadership
- Mouseflow
- Persona creation
- Presentation Skills
- Prototyping
- Responsive and adaptive design principles
- User research
- Wireframing

EDUCATION

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

Aeries Software

Orange, CA · 07/2019 - 07/2021

Digital Designer · Full-time

- Designed and developed the public-facing website to showcase the Student Information System's features, benefits, and value for school districts. Ensured the website was responsive, user-friendly, and aligned with the company's branding.
- Designed user-friendly web interfaces for parent and community-facing portals, making it easy for users to access student-related information, event updates, and other resources.
- Worked closely with marketing and product teams to ensure the website effectively communicated the product's features while maintaining consistency across all touchpoints.

Multimedia LLC

04/2018 - 07/2019

User Experience / User Interface Designer

- Designed and enhanced broadcast software interfaces, optimizing functionality and workflows for content creators to ensure seamless streaming experiences.
- Improved user journeys within the platform, streamlining the experience from content upload to live broadcast, ensuring intuitive navigation and functionality.
- Redesigned the purchase flow for payments and add-ons, simplifying the process and reducing friction points to increase conversions.
- Used analytics to identify user pain points, optimize workflows, and track the effectiveness of updates on user behavior and platform engagement.

ProBoards

Lake Forest, CA · 05/2015 - 05/2018

Lead User Experience Designer · Full-time

- Create wireframes and prototypes to ensure seamless user flows for tasks like posting, replying, and moderating content.
- Develop features that encourage participation (e.g., gamification, streamlined workflows) while ensuring the forum is accessible for all users.
- Use user feedback, analytics, and A/B testing to continuously improve the forum's usability and engagement.