

# Valerie C. Guerrero

Associate UX Design Director

costilla.valerie@gmail.com  
valeriecostilla.com

## EXPERIENCE

### Razorfish, 2018-Present

#### Associate Experience Design Director

- Lead two to three projects at a time, each going from conception to production.
- Manage client expectations by providing project details, including project prioritization, sizing, resource requirements, and project timelines.
- Provide oversight, direction and feedback to multidisciplinary teams of 7+ people.
- Provide continued support for a project during development to review functionality and visual design for any defects.
- Core member of the DesignOps team tasked with building a new, scalable design system from the ground up in Figma, driving quality through efficiency, sustainability, and scalability.
- Identify opportunities and solutions to improve processes, deliveries, documentation and product enhancements.
- Responsible for creating training materials and leading training sessions on the new design system framework and UX documentation for our product in Figma.
- Oversee and contribute to migrating UX documentation to Figma, upholding quality and the new design system standards for sitemaps, user flows, wireframes and annotations.
- Create and present POV, concept and pitch decks to extend engagement and budget with clients.

#### Senior Experience Designer

- Work on two to three projects at a time with opportunities to take lead responsibilities.
- Identify impacted areas of the product and write acceptance criteria for projects based on business and legal requirements.
- Collaborate with junior experience designers and delegate work to efficiently meet internal and client deadlines for deliverables.
- Implement UX, visual design and ADA best practices to bring new ideas to a long standing enterprise product.
- Create and maintain UX documentation including sitemaps, user flows, prototypes, wireframes and annotations for client review and approval.
- Lead calls and presentations with clients, legal, and developers to answer questions about the project, product, UX documentation and interactions.

#### Experience Designer

- Work in three week agile sprints for the digital product enhancement stream.
- Collaborate with multidisciplinary teams to solve business and legal requirements while keeping the best interests of the user in mind.
- Create and present sitemaps, user flows, prototypes and wireframes for client review and approval.
- Create and present detailed UX documentation with wireframes and interactions for client, legal and development review and approval.

## SKILLS

User Experience Design  
Product Design  
User Research  
User Flows  
Journey Mapping  
Sitemaps  
Competitive Analysis  
Design Research  
DesignOps  
Information Architecture  
Wireframing  
Prototyping  
UX Specs/ Documentation  
Annotations  
Accessible Design  
User Interface Design  
Visual Design Specs

## Tools

Figma (Auto Layout & Design Libraries)  
Figma  
Adobe Creative Suite  
Jira & Confluence  
Microsoft Office Suite

## Education

**Texas State University**  
BFA in Communication Design  
Minor in Mass Communication

## **Fahrenheit Marketing, 2016-2018**

### **UX/UI Designer**

- Responsible for bringing a design project from ideation to a finished product, ready for development handoff.
- Responsible for multiple design projects at a time
- Implemented a UX design process for the company
- Create sitemaps, information architectures, and wireframes
- Organize information and interactions for websites and web apps
- Content strategy and messaging through UX writing
- Present deliverables to clients for review and approval