

JORGE GUERRERO

Senior UX Design Technologist

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SUMMARY

Senior UX Design Technologist with 15+ years of experience bridging design and engineering through scalable Design Systems and reusable component libraries. Expert in architecting enterprise-grade design systems with Figma, Storybook, and Zeroheight, and engineering production-ready UI components in React, Angular, and Next.js. Proven track record of accelerating development velocity through Design-to-Code workflows for SaaS, FinTech, and Pharma platforms. Bilingual (Spanish native / English Business Advanced).

EXPERIENCE

AstraZeneca Global Innovation & Technology Centre (GITC) – Zapopan, Jalisco, Mexico

Senior UX Design Technologist (IGNITE) - Jun 2024 – Feb 2026

- **Alexander Design System:** I contributed to the strategic planning and creation of the initial version of the design system, which significantly enhanced UI consistency across multiple enterprise platforms.
- **Internal ChatGPT:** Developed the component library for the application's design system and collaborated with the engineering team to design and implement Dark Mode. I led the UX/UI design for new core functionalities, including file uploads, search of chat history, OneDrive integration, chat history categories, and speech-to-text input.
- **Design Thinking Workshops:** Organized and facilitated workshops with cross-functional teams from various business units to identify user needs and develop a shared vision for future products, applications, and services.

Senior UX Design Technologist - (R&D IT / Evinova) - Feb 2020 – Jun 2024

- Spearheaded the end-to-end creation and governance of the “Merlin” Design System, unifying Figma, Storybook, and Zeroheight workflows and centralizing documentation for 15+ global enterprise applications.
- Engineered and maintained reusable UI component libraries in Angular, React, and Next.js, optimizing HTML structures and SASS architecture for cross-project scalability and performance.
- Acted as Technical UX Liaison: led pair programming sessions and aesthetic QA with front-end teams, troubleshooting CSS/HTML directly in dev environments to safeguard pixel-perfect design fidelity.

- Translated complex usability testing insights into intuitive information architectures and high-fidelity interactive prototypes for high-stakes scientific data platforms.
- Established design system documentation in Zeroheight and Confluence, reducing design-to-development handoff cycles and onboarding time for new team members.

Senior UX/UI Designer – (Software Shared Services) - Mar 2017 – Feb 2020

- Led UX/UI design within multi-disciplinary Scrum teams, delivering global internal SaaS tools through iterative, research-driven design cycles in Figma, Sketch, Adobe XD, and InVision.
- Built interactive prototypes to validate product hypotheses with senior stakeholders, securing alignment and buy-in for major UX overhauls.
- Collaborated with front-end developers to ensure design integrity from concept to deployment, contributing reusable HTML/CSS patterns to internal libraries.

Anzen Digital (Consultant assigned to Citibanamex Digital Factory) – Mexico City, Mexico

UX/UI & Front-End Designer - Oct 2016 – Mar 2017

- Engineered the responsive redesign of the credit card application funnel for the new banking portal, optimizing conversion paths through data-driven UI improvements and A/B testing support.
- Developed reusable, accessible front-end modules adhering to strict financial security and WCAG 2.1 accessibility standards.
- Partnered with marketing, sales, and engineering teams within the Digital Factory model to deliver design systems components for the credit card section.
- Tools: Adobe Creative Suite, Sketch, InVision, Visual Studio Code, HTML5, CSS3, JavaScript.

reXortera Cacería Creativa – Mexico City, Mexico

Head of Digital - May 2016 – Jul 2016

- Led the redesign and front-end development of internal recruitment SaaS tools using HTML5, CSS3, and jQuery, optimizing the specialized talent sourcing process for marketing and advertising agencies.
- Defined UX strategy and front-end best practices to support the launch of the new corporate site and recruitment platform.

Planet Media – Mexico City, Mexico

Senior User Experience Designer - Jan 2016 – May 2016

- Designed multi-platform digital experiences (Web, Mobile Web, Apps) with a heavy focus on Information Architecture, Human-Computer Interaction, and SEO best practices.

Spribo – Mexico City, Mexico

User Experience Designer – *Jan 2012 – Jan 2016*

- Worked as a UX/UI and Front-End Designer, creating components and new functionalities for the company's flagship product, adapting UI design to customer needs across multiple deployments.

Mobiik – User Experience Designer – Mexico City, Mexico

May 2010 – Jan 2012

- Designed and delivered user experiences for mobile and web products, contributing to UI patterns, wireframes, and front-end prototypes.

Ángeles en Línea S.A. de C.V. – Web Specialist – Mexico City, Mexico

Oct 2007 – Apr 2010

SKILLS

Design Systems & UX: Design Systems Architecture, Design Tokens, Component Libraries, Storybook, Zeroheight, Figma, Sketch, Adobe XD, InVision, UI Audits, Wireframing, Prototyping, User Research, Usability Testing, Information Architecture, Interaction Design, Human-Computer Interaction (HCI), Lean UX.

Front-End Engineering: HTML5, CSS3, SASS, LESS, JavaScript, React, Angular, Next.js, jQuery, Component-Driven Development, Responsive Design, Cross-Browser Compatibility.

Standards & Methodologies: WCAG 2.1 Accessibility, SEO, Agile/Scrum, Pair Programming, Design-to-Code Workflows, Atomic Design, Code Reviews.

Tools & Platforms: Figma, Adobe XD, Sketch, Storybook, Zeplin, Git, Visual Studio Code, Jira, Confluence, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects).

EDUCATION

Bachelor of Arts in Advertising Design

Centro de Estudios en Ciencias de la Comunicación (C.E.C.C.) – Mexico City, Mexico

LANGUAGES

Spanish – Native

English – Business Advanced