

Gilbert Guerrero

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Design Leader

Creative professional and leader with experience across a range of organizations, including startups, ad agencies, boutique design studios, nonprofits, and large corporations. Skilled in using the Design Thinking Process, collaboratively leading cross functional teams to guide them to creative solutions that achieves results. Expert in human-centered, cross platform design for Mobile, Web, and Internet of Things (IoT).

■ Skills

Management | Mentorship | Design Ops | User Experience | Interaction Design | Prototyping | User Research | Jira | SAFe | Figma | Framer X | Miro | Omnigraffle | UserZoom | Illustrator | Photoshop | Axure | MS Teams | Slack | WordPress | PHP | HTML | CSS | Javascript | Lua | Processing

■ Professional Experience

Bayer Digital Farming Solutions (DFS) / The Climate Corporation, San Francisco, CA 2013-2024
The Climate Corporation uses big data and scientific modeling to help farmers make better decisions to maximize their yields and optimize inputs.

Head of User Experience Design 10/2020- 5/2024

- Managed a team of designers that handled UX Design for the suite of FieldView apps, including the flagship Web, iOS, iPad apps and companion apps. Served as people manager, mentor, and director.
- Created and implemented a vision for the Design Organization, with a process aligned to SAFe and reflected in a new UXD Jira workflow.
- Built a design team from 1 designer to 10 people in different roles, including UX Design Leads, Sr UX Designers, a Visual Design Lead, a Usability Researcher, and a Copywriter.
- Worked with Leadership to develop and implement a bottom up structure that organized 50 Product Managers and 600 Engineers in 7 teams aligned to Customer Value Streams.

User Experience Design Manager 7/2017-10/2020

- Led the design of \$10 million project to create an innovative science-based seed recommendation app that pulled data from Bayer's catalog of seeds and field trials.
- Identified high-value, quick wins that fixed usability issues and improved the customer experience, delivering 58 final designs with a team of 5 designers.

User Experience Design Lead 11/2013-7/2017

- Led the design of Nitrogen Advisor, a science-based tool that provided data-driven projections of soil fertility, giving farmers insight into future nitrogen surpluses and shortfalls.
- Introduced ethnographic research and contextual inquiry, led research with over 30 interviews over the course of a full farming cycle to develop customer archetypes and a customer journey map.
- Developed the first iteration of the company's flagship product, putting data and recommendations previously only used in internal models in the hands of farmers.

Edupath, Inc, Berkeley, CA

2012 - 2013

Lead Interaction Designer

Education technology startup, focused on helping students get to college through advanced test preparation.

- Created and implemented a human-centered design process based on user research, structured ideation, and rapid prototyping.
- Gathered requirements, created concepts, delivered final documentation, and worked with iOS engineers to guide development of Edupath SAT for iPhone and Parent Dashboard for Web.

Corona Labs, Palo Alto, CA

2010 - 2012

Creative Director, User Interface Developer

Startup that developed and sold a cross-platform development tool for mobile applications.

- Managed the creative direction and execution of marketing on their main web properties.
- Designed and developed Web-based tools for customers to share code, promote their businesses, view app analytics, and fuel app discovery.
- Built internal analytics dashboard for startup founders and venture capitalist investors to inform strategy and product decisions.

■ Additional Relevant Experience

Receiver Design, Inc, San Francisco, CA
Senior Interaction Designer

Modem Media, San Francisco, CA
Senior Interaction Designer

University of California, San Francisco, CA
Web & Print Designer

R/GA Interactive, New York, NY
Interaction Designer

Diablo Valley College, Pleasant Hill, CA
Adjunct Professor of New Media

SFMOMA / Open Space Blog, San Francisco, CA
Contract Web Designer, WordPress Web Developer

Leonardo / ISAST, San Francisco, CA
Contract Web Designer, Web Developer

■ Education

Bachelor of Arts, (BA), Mathematics
University of California, Berkeley, CA

Business Planning
Renaissance Center for Entrepreneurship, San Francisco, CA