

Brittany Guerrero

Senior Product Designer

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Senior Product Designer with 8+ years transforming complex enterprise challenges into intuitive SaaS solutions. My foundation in Psychology and Graphic Design enables me to design with deep empathy for user behavior while maintaining exceptional craft. I excel at facilitating team growth and leading cross-functional product initiatives from concept to launch.

Experience

Senior Product Designer

November 2022 – Present

MasterControl

- Designed and launched the Logbooks product as the sole designer, delivering the company's most successful product that exceeded ARR goals by 200% within 6 months.
- Solved the challenge of transitioning users from paper-based logbook documentation to streamlined digital workflows, reducing manual setup time by 75%.
- Led UX strategy for workflow execution and configuration interfaces, designing state-based UI patterns for event lifecycle management across the AQEM product line.
- Leverage AI tools daily for rapid prototyping, user research synthesis, microcopy, competitive analysis, and accessibility audits on designs and production code.
- Contribute directly to product codebases by conducting UX audits, identifying and fixing UI bugs, and submitting pull requests—accelerating design-to-production velocity.
- Led the redesign of UX Design Reviews by running team workshops, identifying pain points, and creating feedback frameworks that improved design quality and fostered alignment across product teams.

UX Designer

February 2021 – November 2022

Entrata

- Spearheaded research initiatives to define user types and personas, establishing a foundation for user-centered product decisions across the organization.
- Directed product research and design efforts for six concurrent product teams, balancing priorities and maintaining design quality at scale.
- Employed analytics tools like Fullstory and Pendo to track product health metrics and inform iterative design improvements.
- Trained and mentored designers of varying experience levels, developing their skills through structured feedback and design critiques.

Product Designer

June 2019 – February 2021

Verb Technology

- Led product design and management for Verb Live, a video meeting and broadcast software with interactive capabilities, collaborating with stakeholders from ideation through production.
- Co-created a design system to accelerate design and development workflows, reducing build time across teams.
- Led design workshops on UX methodologies and tool proficiency to elevate team capabilities in research practices, prototyping, and collaborative design processes.
- Conducted regular heuristic evaluations, prioritized findings, and communicated recommendations to stakeholders to drive product improvements.

UI/UX Designer

December 2017 – May 2019

JUMP Software

- Led product experience and design strategy, shaping the overall user experience and design direction.
- Implemented user feedback groups to give end users a voice in product decisions, ensuring solutions met real user needs.
- Organized and led diverse research initiatives including in-depth interviews, in-app feature surveys, user testing, and user journey mapping to inform design decisions.
- Implemented a design system to accelerate design and development workflows, reducing build time across the team.

Education

Bachelor of Science Psychology

University of Utah
2023 – 2024

UX Design Bootcamp

DevMountain
2017

Associate of Science Graphic Design

Salt Lake Community College
2014 – 2017