

# Daniel Guerra

Product Designer

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Hi, I'm Dan, a UX Design student at BrainStation with a background in digital marketing. I believe that a great product is the best form of marketing, which is why I'm excited to start working on products that make people's lives better. My time as a marketer has shown me the importance of conducting research, having empathy for the end-user, and embracing an iterative process. I plan to take these lessons into my new career as a product designer and I look forward to what new lessons the future holds for me.

## EXPERIENCE

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### Freelance Digital Marketer

OCT 2018 – CURRENT, TORONTO, ON

- Effectively communicated with clients from pitch to project sign off
- Simultaneously managed multiple client projects at any given time
- Conducted marketing research for clients by facilitating 1-on-1 interviews with the client's ideal customers and audience members
- Designed and built websites on Shopify, Wordpress, and Webflow

### Marketing Coordinator | Channel 13 Advertising & Design

JUN 2017 – NOV 2018, TORONTO, ON

- Led a team of 3 designers in the content creation process for a diverse group of clients
- Spearheaded a content strategy for a condo development client that resulted in roughly a 200% increase in followers over 12 months

### Marketing Intern | Channel 13 Advertising & Design

MAR 2017 – MAY 2017, TORONTO, ON

- Collaborated with a graphic design intern to conduct audience research, develop a content strategy, and create deliverables that yielded roughly a 30% increase in followers over 3 months

## EDUCATION

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### BrainStation | Diploma Candidate, User Experience Design

APR 2020 – JUN 2020, TORONTO, ON

### Ryerson University | BComm in Marketing

JAN 2014 - 2018, TORONTO, ON

## SKILLS

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Sketch, Figma, Adobe XD, InVision, HTML, CSS, Adobe Creative Suite

## PROJECTS

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### Ryerson Capstone Project | Team Leader & Lead Marketer

JAN 2019 – APR 2019, RYERSON UNIVERSITY

Led a team of business students to develop a marketing plan for an insurance tech startup based in Toronto. Worked together with the client to develop a content and PPC marketing strategy for their upcoming digital product release.

### Patients First Design Project | Lead User Experience Designer

APR 2020, BRAINSTATION

Created a solution that makes booking doctors appointments easier for Canadians. My process began with exploratory interviews and the final deliverable was a mid fidelity prototype with 2 rounds of user testing revisions.