

Guillermo Moreno

Research-led Design Lead | Product, Service & UX Strategy

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Available for embedded remote contract engagements; current ventures do not limit client delivery.

PROFILE

Research-led design leader with 20 years in digital design and more than 10 years shaping complex products and services from evidence through delivery. I work hands-on while influencing cross-functional decisions, reusable service patterns and product direction across policy, operations, security and engineering. My work includes identity-verification patterns adopted across more than 30 government services, restructuring nearly 3,000 content items at Chambers and measurable outcomes across insurance, health and financial services.

CORE STRENGTHS

Delivery: Hands-on design leadership; workshop facilitation; stakeholder alignment; co-design; multidisciplinary Agile delivery; prototype iteration; developer collaboration; design QA; outcome measurement.

Research: Product discovery; generative and evaluative research; mixed methods; stakeholder and user interviews; contextual inquiry; surveys; call listening; analytics; usability testing; card sorting; tree testing; qualitative synthesis.

Design: Product and service strategy; journey mapping; service blueprints; information architecture; user flows; interaction design; design systems; wireframes; prototypes; responsive, accessible and inclusive design.

EXPERIENCE

BubblefishUX Sep 2015 – present

Independent Product & Service Design Consultant, Founder

Independent consultancy delivering research-led product, service and UX design. I embed as a senior individual contributor or working lead, carrying evidence through service definition, interaction design, prototyping, validation and delivery.

Healthy Working Wales | Lead UX Designer and Researcher | 2023–2024

Led staff workshops and employer interviews, then used journey mapping, card sorting and tree testing to redesign the service structure. Four prototypes were iterated through fortnightly usability testing, reaching 86% first-click success and 85% task success.

Veygo by Admiral | Senior Product Designer | 2021–2022

Combined call listening, analytics, support-team workshops, interviews and usability testing to redesign claims, subscriptions, mobile and support journeys. The changes contributed to 23% fewer customer-service calls.

HMRC identity verification | UX Lead | 2019–2021

Led inclusive research, interaction design and service design for reusable identity verification. The approach was adopted across more than 30 services and user satisfaction increased 122% year on year.

Help to Save / GOV.UK | Senior UX Designer | 2016–2018

Used analytics, heatmaps, interviews, usability testing and rapid prototyping across HMRC, NS&I and Atos. The service met GDS standards, reached 91% user satisfaction and received three Financial Services Forum Awards.

Chambers & Partners | Lead UX Researcher and Designer | 2018

Led research and design for the move from paper-led publishing to a digital product. Analysed 500 survey responses and restructured nearly 3,000 content items through global card sorting. Primary-goal conversion increased sevenfold.

UXInsights.ai Mar 2024 – present

Lead Product & Service Designer, Founder

Lead product and service design for asynchronous AI-moderated voice interviews. Designed the implemented workflow across research goals, study setup, recruitment, participant interviews, traceable synthesis and reporting. Work with engineering on edge cases, interaction details and product priorities.

Selected product work: guided study creation; editable interview guides; consent and natural voice-response flows; AI follow-up questions; connected transcripts, observations, themes, quotations and recommendations; launch-readiness review.

Lebara Mobile Oct 2014 – Sep 2015

Senior UX Researcher and Designer

Led research and design across payments, top-up, shopping, account dashboards, forms and digital support. Used analytics, competitor evidence, interviews and usability testing to simplify responsive purchase and account-management journeys.

Tristar Worldwide Nov 2012 – Oct 2014

Lead UX/UI Visual Designer, Director Designate

Led an international digital and corporate redesign across the UK, Hong Kong and USA. Established brand guidelines and a consistent customer experience. The work received a ProDriver Award bronze in the marketing category.

Earlier design leadership 2005 – 2012

Creative Director, Senior Design Manager and UX/UI roles

Led designers and delivered digital products, e-learning, campaigns and interactive media for organisations including PlayStation, PwC, Madrid Council and the Spanish Ministry of Education, Culture and Sports.

TOOLS

Design and prototyping: Figma, Miro, ProtoPie, UXPin, Axure, Webflow and Adobe Creative Cloud. **Analytics and experimentation:** Google Analytics, PostHog, Hotjar, Optimizely and Tableau. **Technical:** HTML, CSS, JavaScript, Python, AWS and GOV.UK/NHS prototype kits.

EDUCATION AND SELECTED TRAINING

Advertising and Public Relations — C.E.S. Villanueva | Digital Media — Trazos School of Arts | GDS Interaction Designer training | Qualitative Research Methods — University of Amsterdam | Human-Computer Interaction — University of San Diego