

Guillermo Moreno

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

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LinkedIn: [linkedin.com/in/guillermomoreno](https://www.linkedin.com/in/guillermomoreno) | Portfolio: bubblefishux.design | Case studies:

bubblefishux.design/success-stories | Product: uxinsights.ai

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

SUMMARY 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 30+ government services, restructuring nearly 3,000 content items at Chambers and measurable service outcomes across insurance, health and financial services.

SKILLS

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-method research; stakeholder and user interviews; contextual inquiry; surveys; call listening; analytics; usability testing; card sorting; tree testing; qualitative synthesis; insight generation.

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

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; AI-assisted research, synthesis and prototyping tools.

EXPERIENCE

BubblefishUX | Independent Product & Service Design Consultant (Founder)

Remote | Sep 2015-Present | Independent consultancy

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

- **Healthy Working Wales | Lead UX Designer and Researcher | 2023-2024 | 85% task success:** Led staff workshops and employer interviews to understand how organisations found and used workplace-wellbeing guidance. Used journey mapping, card sorting and tree testing to redesign the service structure and navigation, then iterated four prototypes through fortnightly usability testing. Testing reached 86% first-click success and 85% task success.
- **Veygo by Admiral | Senior Product Designer | 2021-2022 | 23% fewer support calls:** Combined call listening, Google Analytics, support-team workshops, interviews and usability testing to redesign insurance claims, subscriptions, mobile and support journeys. The changes contributed to a 23% reduction in customer-service calls and supported the launch of subscription insurance and a redesigned mobile app.
- **HMRC identity verification | UX Lead | 2019-2021 | Adopted across 30+ services:** Led inclusive research, interaction design and service design for reusable identity verification. Research across the UK included people with accessibility needs and low digital confidence. I translated the evidence into cross-service journeys, information architecture, interaction patterns and prototypes with policy, security, operations and engineering teams; user satisfaction increased 122% year on year.
- **Help to Save / GOV.UK | Senior UX Designer | 2016-2018 | 91% user satisfaction:** Used analytics, heatmap review, interviews, usability testing and rapid prototype iteration while working across HMRC, NS&I and Atos. The service met GDS standards, achieved a 70% user-recommendation rate and received three Financial Services Forum Awards.

- **Chambers & Partners | Lead UX Researcher and Designer | 2018 | 7x primary-goal conversion:** Led research and design for the move from paper-led legal publishing to a digital product. Analysed 500 survey responses, interviewed stakeholders and lawyers, ran contextual inquiry and usability testing, and iterated core journeys. Restructured nearly 3,000 content items through global card sorting; the wider transformation increased secondary-goal conversion 4.5x.

UXInsights.ai | Lead Product & Service Designer (Founder)

Remote | Mar 2024-Present | Founder-led product venture

UXInsights.ai runs asynchronous AI-moderated voice interviews and turns responses into traceable themes, quotes and recommendations. I lead product and service design, translating professional research practice into a usable end-to-end workflow.

- **Production research workflow:** Designed the implemented end-to-end experience across research goals, study setup, recruitment, AI-moderated interviews, analysis and reporting. Defined the information architecture, interaction flows and study states so researchers understand progress and next actions.
- **Researcher and participant journeys:** Designed guided study creation, editable interview guides and recruitment links alongside a participant flow supporting consent, natural voice responses and AI follow-up questions without scheduling a live session.
- **Traceable evidence and synthesis:** Designed how completed interviews become transcripts, observations, themes, quotations and recommendations while keeping source evidence connected to findings for review.
- **Validation and engineering delivery:** Use workflow reviews, usability feedback and launch-readiness checks to identify friction across onboarding, recruitment, interviewing and analysis. Work with engineering on edge cases, interaction details and product priorities.

Lebara Mobile | Senior UX Researcher and Designer

London, UK | Oct 2014-Sep 2015

- **Customer journeys and conversion:** 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 | Lead UX/UI Visual Designer, Director Designate

London, UK | Nov 2012-Oct 2014

- **International digital redesign:** Led Tristar's digital and corporate redesign across websites in the UK, Hong Kong and the USA, customer materials, events and digital touchpoints. Established brand guidelines and a consistent international experience; the work received a ProDriver Award bronze in the marketing category.

Earlier Design Leadership and Interaction Design

Madrid, Spain | 2005-2012

Held Creative Director, Senior Design Manager and UX/UI roles across digital products, e-learning, campaigns and interactive media. Led designers and delivered work for organisations including PlayStation, PwC, Madrid Council and the Spanish Ministry of Education, Culture and Sports.

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.