Pachi Guerra
Lead Product Designer

I am an experienced product designer; with background on Visual Design, Art Direction and Communication Strategies. Passionate and curious about Machine Learning as a tool to design better discovery experiences for users.

EXPERIENCE

Sr. Product Designer > Lead Product Designer
Catawiki
Jun 2022 - Present - Amsterdam
Product design in the Demand vertical, helping users understand how Catawiki works, build trust, find the objects they love, place a bid and win. Close collaboration with product managers, product engineers, machine learning engineers, researcher, writers and peer designers.

Digital Designer > Online Brand Experience Team Lead
ECCO Shoes
Oct 2018 - Feb 2021 - Amsterdam
Lead the creative development and execute the day-to-day graphic design and production of digital campaigns, display banners, email creative and social media assets. Identify opportunities for UI/UX improvements, maintaining consistency through all ECCO markets.

Creative Art Director
Grupo Diseño República
Sep 2015 - May 2018 - Santo Domingo
Involved on developing Nestlé® brands locally by creating memorable digital experiences. Solved communication problems by designing websites and digital content for diverse clients. Worked on the creative process and art direction for advertising photoshoots and videos.

Art Director
Ogilvy & Mather
Sept 2010 - jul 2012 - Santo Domingo
Engaged on the creative process and art direction for advertising campaigns with Coca Cola Company brands and some other local brands.

p.guerradc@gmail.com
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Amsterdam, NL

Portfolio
pachiguerra.com
password: Luca.1303

Industry Knowledge
Product Design
UI/UX
Workshop facilitation
Wireframing
Rapid Prototyping
Design Research

Tools & Technologies
Figma / Sketch / Miro / Adobe

Other Skills
Illustration

Languages
Spanish (native)
English (professionnal)
Italian (advanced)
Dutch (B2 level)

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RECENT CERTIFICATIONS

UX Certificate - Interaction Design
Nielsen & Normann Group
2022 - 2025 - Amsterdam

AI Product Management - Certificate
Duke University Online
2024 - Amsterdam

Design Thinking Certificate
IDEO U
2021 - Amsterdam

EDUCATION

Masters Design and Art Direction
ELISAVA
2013 - 2014 - Barcelona

Laurea Triennale Grafica d'Arte
Accademia di Beller Arti di Carrara
2010 - 2013 - Carrara

A.A.S. Communications Design
Chavon The New School of Design
2006 - 2008 - La Romana, Dominican Republic