



[sheygutierrez.com](https://sheygutierrez.com)

# Sheyla Gutierrez

Product designer | Lima · Perú

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## Professional Summary

Product Designer with over 5 years of experience in creating user-centered interfaces, scalable design systems, and accessible digital solutions. Specializing in digital accessibility and inclusive design, I focus on developing functional, intuitive, and visually appealing products that comply with standards like WCAG.

## Work Experience

### RIMAC Seguros

July 2021 | January 2025

#### Product designer

- Led the implementation and adoption of a multi-brand design system, reducing interface development time by 30%.
- Designed accessible components in compliance with WCAG 2.2 AA standards.
- Coordinated collaborative design sessions with front-end teams and stakeholders to ensure the technical feasibility of components.
- Documented component libraries and style guides, enabling efficient integration between design and development.
- Trained design and development teams on design system guidelines and best practices for accessibility.

#### User interface designer

- Identification of critical opportunity areas through metric analysis, user feedback, and usability studies.
- Development and validation of new features and workflows through A/B testing and interactive prototypes to measure their impact on user experience.

### NTT Data - BCP project

August 2019 | June 2021

#### User interface designer

- Collaboration with the UX team to conduct interviews, surveys, and usability tests with end users, identifying pain points and improvement opportunities in the sales flow.
- Creation of wireframes, prototypes, and proposed flow designs, ensuring clarity and simplicity in the insurance purchase process offered by the bank in partnership with Pacífico Seguros.
- Direct collaboration with the development, QA, and stakeholder teams to ensure the technical feasibility and effectiveness of the proposals.
- Supervision of the implementation of flows in production, followed by post-launch analysis to evaluate their impact on key metrics such as conversion rates, abandonment rates, and user satisfaction.

### Wunderman Thompson

January 2017 | August 2019

#### Senior graphic designer

- Development of graphic assets for social media, websites, email marketing, and digital advertising (banners, ads, etc.).
- Collaboration with marketing and communication teams to interpret creative briefs, ensuring campaigns reflect the brand's values and objectives.
- Organization and management of multiple projects simultaneously, meeting tight deadlines and maintaining high-quality standards.

Other digital advertising agencies where I worked as a graphic designer:  
Ariadna Group and Nodos Digital

Education and  
Certifications

Universidad del desarrollo | Chile

August 2024 | January 2025  
Diploma in Accessible Design for Digital Platforms

Somos Edison

May 2023  
Accessibility for Design Systems and Design Teams

Continuum Academy

March 2021  
UI Specialization

CEMTRUM Graduate Business School

November 2018 | February 2019  
User experience

Universidad del Pacífico

March 2018 | May 2018  
Design Thinking

Toulouse Lautrec

January 2011 | April 2015  
Advertising Design and Direction

Technical  
Skills

Interface Design

Figma, Sketch and Adobe Creative Suite

Prototyping y testing

Figma prototyping and Maze

Design system

Design System Management in Figma, Zeroheight, Storybook

Front-end Development

HTML, CSS, Basic JavaScript

Management and Collaboration

Jira, Notion, Miro and Trello

Web Accessibility

WCAG 2.2, usability testing, user research with people with disabilities, handoff.

Languages

Spanish

Native

English

Intermediate / Advanced