

Edwin Delgado

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About me

I'm a product designer with 15+ years of experience who loves product design more than anything. I'm grateful for the opportunity to do what I do. Over the years, I've learned design is about empathy for both users and the team that builds the product. Whether working on a small team or at a large company, my goal remains the same: making lives easier with the tools I have. I'm always ready to learn new technologies, as the medium is just a way to render user intent. I love the in-office experience and working with my peers.

On the side, I teach junior designers how the business side of product development works, while they design an app they must hand-off to an engineer.

Courier | Product Design

2023 – Current | San Francisco Bay Area

I returned at the request of the CEO to steer the vision of the company and improve the product. It had accrued too much tech debt and had been focused on SOWs for too long. The goal was to set the company on a healthy path.

- Created new processes for product development where we used Linear and other small tools to improve flexibility and accountability.
- Designed and helped implement a new Design System called Heron. Worked 6 months converting our entire app to this new system. Using a card system to tag projects, and internally using a new dark mode to quickly see what was untouched by the new DS, this improved the app's performance by 75%... there was so much bloat.
- Reorganized all modules of the app for better navigation. Many elements had to be moved.
- Redesigned and rebuilt our automations workflow. A 3-month project which led to a huge spike in usage. In 1 month of release, usage went from 7 invocations per second to 15. Users felt the new automations were user-friendly and less intimidating.
- Designed a debugger tool for automations workflows so users can find any problems when sending test events before hooking up to production. This initiative was designed in a way it could be embedded into a new planned log experience.
- Designed the new billing dashboard and worked closely on new pricing.
- Worked on our new branding. Designed, coded, and added all the content (including all asset creation) for the website in 4 weeks :/ This was to help launch our rebrand, and also included redoing our login pages.
- Designed analytics for all assets, including templates and automations.
- Currently redesigning the new template designer and log experience.

Meta | Senior Product Designer

Sep 2020 – Dec 2022 | San Francisco Bay Area

Joined because I always wanted to work with massive scalable data and a large user base. I learned how to design across the family of apps, which involved countless departments. These included constant meetings with security teams, accessibility, Messenger, FB, IG, and Whatsapp.

- Spearheaded cross-functional design initiatives for video and audio calling features within Messenger and Instagram, directly impacting billions of users. Oversaw enhancements to in-call experiences and button optimizations. The focus was on streamlining group call interactions.
- Designed and launched a Color Vision Deficiency (CVD) mode for Messenger, enhancing accessibility on a global scale and contributing to a patented innovation. Successfully collaborated with the legal team to secure a patent for this feature. This was the beginning of a broader initiative that would work across the family of apps.
- Mentored junior designers in leveraging Figma and its components for effective utilization of Meta Design System (MDS), Facebook Design System (FDS), and Instagram Design System (IGDS). Helped improve their components by properly rebuilding them to scale yet still be flexible.

Courier | Co-Founder & Product Design
2019 – 2020 | San Francisco Bay Area

Courier is a notification infrastructure platform. We started Courier because we were tired of building notification infrastructure ourselves at every company we worked at.

- Led the conceptualization and development of a no-code notification designer, empowering users to create and route notifications across multiple channels (email, SMS, inbox, push).
- Collaborated closely with the engineering team, providing visuals, prototypes, and assets to facilitate development. We did what we had to do as a small team.
- Designed the company's brand logo.
- Contributed to fundraising efforts, participated in YC19, and played a key role in acquiring early customers by establishing relationships with their engineering teams.
- Helped raise over 12 million for the company.

Winmore | Senior Lead Designer
2013 – 2019 | San Francisco Bay Area

Winmore is a supply chain, logistics, and tender management app. We designed a tool to help large companies like DHL map their processes, communicate with each other, and track workflows through deep analytics.

- Played a key role in designing a scalable SaaS platform for the Logistics and Transportation industry, empowering tens of thousands of users at companies like DHL to collaborate through structured workflows. DHL's implementation facilitated over \$20 billion in business operations.
- Conceptualized and developed the Unum Design System, ensuring scalability for enterprise users. It utilized a custom record system that mapped to a customer's data structure.

- Collaborated with executives and clients worldwide to align buyer and user needs. Actively engaged with top clients like DHL and Conagra through on-site visits, contributing to sales efforts and gathering user requirements. Later, I consulted with Conagra to improve their internal software design foundations.
- Led the design of the platform's security and enterprise-sharing solutions for platform admins.
- Worked daily on all designs, prototypes, icons, illustrations, etc. I love designing and doing the work.

Eloqua | Senior UI/UX Designer

2011 – 2013 | *Vienna, Virginia*

Eloqua was the leading marketing automation tool and the basis for many current ones. Our team, based in a Virginia office, was tasked with redesigning the entire E9 experience into a brand new E10 platform—a complete 100% makeover.

- As lead designer, I spearheaded the redesign of the E9 platform to the E10 platform with a small team of developers. Our focus on usability enhancements resulted in Eloqua's successful return as a top market solution, culminating in a successful IPO and acquisition by Oracle for \$871 million.
- I led and participated in weekly Joint Application Design (JAD) sessions, contributing to developing the Condition Builder and Campaign Canvas, innovative visual builder tools that have become industry standards in Marketing Automation.
- I actively engaged with power users through advocate events nationwide, gathering insights on specific use cases to inform and improve the redesign of the Segmentation and Campaign Canvas in E10.

My current favorite tools are:

Figma
Spline3D
Linear
Framer
ChatGPT among other small AI tools
ScreenStudio
CleanShot / Xnapper
Always looking for more