

## Edwin Delgado

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### About me

I'm a product designer with 15+ years of experience, driven by a love for design for both users and the teams building products. Whether in a startup or a large company, my goal is always to make lives easier. I embrace new technologies as tools, to bring user intent to life and thrive in an in-office or remote environment.

On the side, I teach junior designers the business side of product development through hands-on app design and engineer hand-offs. I also write and create small projects while learning tools.

### Courier | Principal Product Designer

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 as it had accrued too much tech debt, lost its vision, and the team needed to be more efficient. The goal was to set the company on a healthy path.

- **Optimized Product Development:** Introduced new processes using Linear and other tools to improve flexibility and accountability.
- **Led Design System Overhaul:** Designed and implemented *Heron*, a new design system, converting the entire app in six months. Used a card-tagging system and dark mode for tracking untouched elements, improving app performance by 75%.
- **Revamped Navigation:** Reorganized all app modules for better usability, moving key elements for a more intuitive experience.
- **Redesigned Automations Visual Workflow Builder:** Led a three-month rebuild, doubling usage invocations within a month. Improved usability and accessibility, driving a 200% increase in usage.
- **Built Debugger for Automations Visual Workflow Builder:** Designed a debugging tool to help users test workflows before production. Integrated with a planned logging experience.
- **Designed Billing & Pricing:** Created a new billing dashboard and collaborated closely on pricing strategy.
- **Led Website Rebrand:** Designed, coded, and produced all content and assets for the rebranded website in four weeks, including login pages.
- **Developed Analytics Dashboards:** Designed analytics for all assets, including templates and automations.

- **Designed AI-Powered Template Designer:** Built a no-code template designer enabling users to create content with schema and variables, integrating AI for enhanced flexibility and automation.
- **Redesigned Developer Docs with AI Integration:** Overhauled Courier's developer documentation, incorporating AI to streamline search, improve discoverability, and provide contextual code suggestions.

## **Meta** | Senior Product Designer

*Sep 2020 – Dec 2022 | San Francisco Bay Area*

Joined Meta to design at scale, working with massive data and a global user base. Collaborated across Meta's family of apps: Messenger, Facebook, Instagram, and WhatsApp. All while navigating cross-functional partnerships with security, accessibility, and other key teams.

- **Designed for Scale:** Joined to work with massive, scalable data and a global user base, collaborating across multiple teams, including security, accessibility, Messenger, Facebook, Instagram, and WhatsApp.
- **Led Cross-Functional Initiatives:** Spearheaded design efforts for video and audio calling in Messenger and Instagram, optimizing in-call experiences and streamlining group interactions for billions of users.
- **Enhanced Accessibility:** Designed and launched Color Vision Deficiency (CVD) mode for Messenger, leading to a patented innovation and laying the foundation for broader accessibility improvements across Meta's apps.
- **Improved Design Systems & Mentorship:** Mentored junior designers in Figma and Meta's design systems (MDS, FDS, IGDS), refining components for better scalability and flexibility.

## **Courier** | Co-Founder & Product Design

*2019 – 2020 | San Francisco Bay Area*

Courier is a notification infrastructure platform, born from our frustration of rebuilding the same systems at every company we worked at.

- **Built No-Code Notification Designer:** Led the design and development of a tool that allows users to create and route notifications across email, SMS, inbox, and push.
- **Cross-Functionally:** Worked closely with engineering, providing visuals, prototypes, and assets to streamline development in a fast-moving startup environment.
- **Designed Company Branding:** Created Courier's brand logo and visual identity.
- **Drove Early Growth & Fundraising:** Played a key role in YC19, helped secure early customers by engaging with their engineering teams, and contributed to raising over \$12 million.

- **Pioneered Notification Infrastructure:** Established a new category by creating a dedicated platform for notification infrastructure, filling a gap that previously required custom in-house solutions.

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

Winmore is a supply chain, logistics, and tender management platform designed to help enterprises like DHL streamline processes, enhance communication, and track workflows through advanced analytics.

- **Designed Scalable SaaS for Logistics:** Led design for a platform enabling companies like DHL to streamline workflows, facilitating over \$20 billion in operations.
- **Built the Unum Design System:** Developed a scalable design system with a custom record structure tailored to enterprise data needs.
- **Drove Client & Executive Collaboration:** Engaged with global clients like DHL and Conagra, aligning user needs with business goals through on-site visits and direct consultation. Later advised Conagra on improving internal software design.
- **Led Security & Enterprise Sharing Design:** Designed admin tools for secure access and enterprise-level sharing.
- **Hands-On Design Execution:** Created daily designs, prototypes, icons, and illustrations—fully immersed in the craft.

**Eloqua** | Senior UI/UX Designer  
2011 – 2013 | *Vienna, Virginia*

Eloqua was the leading marketing automation tool and the foundation for many modern solutions. Our Virginia-based team was tasked with redesigning the entire E9 experience into the new E10 platform—a complete transformation.

- **Redesigned Eloqua from E9 to E10:** Led the complete overhaul of Eloqua’s platform with a small development team, improving usability and reestablishing it as a top market solution, leading to an IPO and Oracle’s \$871M acquisition.
- **Developed Industry-Standard Tools:** Designed the Condition Builder and Campaign Canvas, pioneering visual builder tools that set new standards in Marketing Automation.
- **User-Driven Design Approach:** Engaged with power users nationwide through advocate events, gathering insights to refine Segmentation and Campaign Canvas in E10, a visual workflow /program builder.
- **Cross-Functional Collaboration:** Led and participated in weekly Joint Application Design (JAD) sessions to align development with user needs.