

LILIAN GUEVARA

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Materials Scientist & Engineer | Product Innovation

MIT-trained materials scientist and engineer with 10+ years turning new technologies into commercial products. I formulated a sun care line now sold at 1,200+ locations, ran the clinical studies behind claims on Sephora shelves and helped build an AI hair and scalp diagnostic platform now used by major beauty brands. I work best at the point where science meets the customer: explaining the technology, earning trust and getting it into products.

EXPERIENCE

FitSkin | Research & Development Consultant

Jul 2026 – Present

Remote

- Advise on AI-driven hair and scalp diagnostics used by major beauty brands to recommend products and regimens
- Build classification matrices and annotate image data that train the device's machine learning models
- Continue diagnostic work I began at John Paul Mitchell Systems, the first salon brand to pilot this device

Crown Affair | Senior Product Development Manager

Jan 2025 – Aug 2025

New York, NY

- Designed and ran clinical studies for two 2026 launches whose claims now appear at Sephora
- Managed 16 SKUs: 4 new product launches, 3 pipeline innovations, 2 holiday sets, plus reformulations, repackaging, gift-with-purchase and brand collaborations
- Built consumer perception research for the top-selling SKU, turning findings into claims and DTC copy
- Owned supplier and lab relationships for formulas, components, tooling and test materials

SOS Beauty Group | Senior Product Development Manager

Sep 2023 – Aug 2024

Beverly Hills, CA

- Led development of about 14 products across 7 emerging skincare and haircare brands, from concept to launch
- Served as primary technical contact between brand founders and internal R&D, regulatory, packaging and supply chain teams
- Partnered with regulatory on claims substantiation for global markets

B.A.I. Biosciences | Senior Director of Product Development & Co-Founder, Pavise

Aug 2021 – Nov 2022

Cambridge, MA | Venture-backed biotech with advisors from Harvard, MIT and former Allergan leadership

- Co-founded Pavise and formulated all 7 SKUs around the company's patent-protected DiamondCore® zinc oxide
- Pavise is now sold at 1,200+ partner locations nationwide, primarily med spas
- Flagship SPF is the commercial product in a [peer-reviewed study in the Journal of Investigative Dermatology](#), was [covered by WWD at launch](#) and won 2024 beauty awards from Cosmopolitan, Harper's Bazaar and Byrdie
- Designed efficacy, dosage and compatibility experiments, including testing that supported the DiamondCore patent application
- Led clinical and consumer testing, including sweat resistance and cosmetic performance across diverse skin tones
- Presented roadmaps, market research and IP updates to executives and investors

John Paul Mitchell Systems | Research & Development Chemist

Oct 2017 – Aug 2021

Los Angeles, CA

- Led R&D for the company's first AI hair and scalp diagnostic program, building the classification framework and recommendation logic behind in-salon personalization
- Reformulated 17 products to meet U.S. and global regulatory requirements
- Oversaw pilot batches and resolved quality issues ahead of launch; mentored a junior lab technician

Benefit Cosmetics | Logistics Analyst & Procurement Planner

May 2016 – Sep 2017

San Francisco, CA

- Partnered with global suppliers on forecasting and production planning during the brow category's rapid growth
- Standardized cross-border (NAFTA) transportation processes for North American distribution

EDUCATION

Massachusetts Institute of Technology | B.S., Materials Science and Engineering

2014

Minor in Chemistry | Concentration in French | NCAA DIII Varsity Track & Field

University of Cincinnati | M.S., Cosmetic Science

2020

RUNNING & COMMUNITY

Nike | Running Ambassador

2023 – Present

- Selected as 1 of 41 runners worldwide for Nike's Pegasus 41 global launch relay in Greece; featured on Nike's Instagram
- Hosted a women's event, interviewed pro athletes and spoke on a panel with an Olympian and a Nike coach at The Running Event 2024, the run specialty industry's major trade event
- Captained Nike-sponsored Hood to Coast relay teams (2024, 2025): built the roster, managed logistics and served as liaison to race organizers and Nike; placed 3rd among Nike teams in 2025
- Paced the 2:20 half-marathon group at Nike's first After Dark Tour race (2025)

Run Coach

2025 – Present

- Coached 5 first-time marathoners to a 100% finish rate, including the London and Chicago marathons
- Currently coaching 3 athletes for the 2026 Chicago and New York City marathons

LTF Track Club | Founder

2019 – 2023

- Built and led an adult track club with weekly workouts, races and a 10-week summer sprint program
- Earned USATF Level 1 coaching certification (2019)

Marathoner

2018 – Present

- Completed 8 marathons, including the Boston, Chicago and New York City World Marathon Majors
- 3x Boston Marathon Qualifier (best: 3:15)

Languages: English and Spanish (native) • French (intermediate reading)