

# DAVID ESCOBAR URIBE

Senior Product Designer — UX/UI, Design Systems & User Research

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## PROFESSIONAL SUMMARY

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Senior Product Designer with 12+ years of experience designing user-centric, scalable digital products across fintech, edtech, e-commerce, and enterprise SaaS. Specialized in building and governing design systems, leading end-to-end design processes from research and strategy through high-fidelity execution and developer handoff. Proven leader of cross-functional teams and mentor to designers, with a consistent focus on accessibility, usability, and measurable business impact. Proficient in Figma, Sketch, and modern AI-assisted design workflows.

## CORE SKILLS

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Product & UX/UI Design • Design Systems • User Research & Usability Testing • Prototyping (Figma, Sketch, Adobe XD) • Accessibility (WCAG) • Design Strategy • Cross-functional Collaboration • Team Leadership & Mentoring • Instructional Design • AI-Assisted Design Workflows

## EXPERIENCE

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### **Sr. Product Designer** | Walmart (Marketplace / Seller Center)

Jan 2026 – Present

*Bentonville, AR (Remote)*

- Drive the conception and design of intuitive user experiences for Walmart Marketplace, solving high-friction problems in a large-scale e-commerce environment.
- Map complex user flows that balance business goals with seller and buyer needs, partnering with product and engineering to ensure feasible, high-quality implementation.
- Contribute to the maintenance and evolution of the design system for scalability and visual consistency.

### **Sr. Product Designer** | McGraw Hill

Apr 2024 – Present

*New York City Metropolitan Area (Remote)*

- Established a comprehensive design system with the internal UX team, streamlining processes and ensuring consistency across all product lines.
- Spearheaded design for key Connect platform initiatives (Team Nexus / COIRE and Team Thunderbolts), driving innovation and user-centricity.
- Mentored and managed designers while collaborating with product managers, engineers, and data analysts to align design with business goals.
- Conducted user research and usability testing across mobile, web, and physical products to identify and ship design improvements.

### **Sr. Product Designer** | Apex Fintech Solutions

Jul 2025 – Jan 2026

*Dallas, TX (Remote)*

- Led end-to-end design across complex financial platforms, balancing usability, compliance, and scalability from discovery workshops to developer handoff.
- Designed a centralized workflow and data model for Voluntary Corporate Actions elections, reducing processing errors and long-standing operational inefficiencies.
- Built modular investor dashboard components for tracking corporate actions, submissions, and deadlines, improving transparency and engagement.
- Expanded the internal design system with new table, form, and modal components, accelerating developer velocity and standardizing UI quality.

**Senior Product Designer | SurePoint Technologies**

Mar 2025 – Jan 2026

*Cincinnati, OH (Remote)*

- Led end-to-end design processes from discovery to delivery for enterprise legal-tech products, including wireframes, prototypes, and high-fidelity designs.
- Developed and maintained the design system to ensure consistency and scalability across platforms.
- Conducted user testing and translated insights into measurable product improvements while advocating for user-centric design across teams.

**Director of Product Design | Livsee**

Oct 2024 – Feb 2025

*Detroit, MI (Remote)*

- Directed the creative team for a GenAI-powered residential rental marketplace, leading strategic planning, UX/UI design, and content strategy.
- Engaged C-level stakeholders through Design Thinking and created the internal design process adopted by the team.

**Senior UX/UI Designer | BookmarkED**

Mar 2024 – May 2024

*Abilene, TX (Remote)*

- Embedded user-centered design into organizational practices and research workflows serving 20,000+ users, improving back-office efficiency and delivery.
- Established business KPIs backed by automated analytics for experience and system monitoring.

**Senior Product Designer | Pyxl**

Apr 2022 – Apr 2024

*Nashville, TN (Remote)*

- Led the launch of a user-acclaimed mobile application (2022), recognized for its intuitive design and strong user engagement.
- Built a company-wide design system that improved efficiency and brand cohesion across all product lines.
- Mentored a team of designers and led research and usability testing across mobile, web, and physical products.

**Senior UX/UI Designer | Liberty Latin America**

Jul 2023 – Dec 2023

*Panama City, Panama (Remote)*

- Spearheaded the launch of a highly rated mobile application, driving substantial increases in user engagement and satisfaction.
- Established a comprehensive design system and led design across digital and physical products for the LATAM telecom market.

**Senior UX/UI Designer | Awake — Bogotá, Colombia**

Sep 2021 – Mar 2023

Led user research (personas, journey mapping), built design systems and high-fidelity interfaces in Figma/Sketch/Adobe XD, and mentored junior designers across multiple digital products.

**UX Researcher | Simetrik — Bogotá, Colombia**

Dec 2021 – Apr 2022

Built the company's user research process and led a fintech portal redesign study that drove a 30% increase in user engagement and a 20% increase in app downloads.

**Senior Instructional Designer | Seguros Bolívar S.A. — Bogotá, Colombia**

Dec 2017 – Dec 2021

Designed 50+ interactive eLearning courses and 20 virtual training programs; implemented an LMS and an onboarding program that cut time-to-productivity by 30%; a custom client training program lifted sales productivity 25%.

**UX/UI Designer | Vision Tours SAS — Bogotá, Colombia**

Sep 2015 – Feb 2020

Designed and launched multiple highly rated websites — user flows, wireframes, prototypes, and high-fidelity mockups — backed by user research and usability testing.

**Graphic and Web Designer | Universidad de los Andes — Bogotá, Colombia**

Oct 2008 – Jan 2015

Produced visual concepts, graphics, and user-friendly websites across print, digital, and web, managing multiple simultaneous projects on time and on budget.

## EDUCATION

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**Postgraduate Certificate, Digital Marketing** | The George Washington University 2018

**B.A. Graphic Design** | Corporación Escuela de Artes y Letras 2013 – 2014

**B.A. Graphic Communications** | UNIMINUTO 2006 – 2009

## CERTIFICATIONS & LANGUAGES

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**Certifications:** Autodesk 3ds Max • Intermediate 3D Animation • Strategic Digital Marketing • Content Moderator Workshop

**Languages:** English (Full Professional) • Spanish (Native)

**Honors:** Best Graduate — Professional Development and Teaching