

DAVID ESCOBAR URIBE

Product Design Leader | Product Strategy and Design Systems

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PROFESSIONAL SUMMARY

Product Design Leader with 18+ years of experience across product, UX/UI, and visual design. Leads design strategy, cross-functional delivery, and designer development across fintech, education, e-commerce, legal tech, and enterprise SaaS. Experienced in managing and mentoring designers, engaging executive stakeholders, and establishing scalable design systems and user-centered practices.

LEADERSHIP AND DESIGN EXPERTISE

Design Strategy | Team Management and Mentoring | Executive Stakeholder Collaboration | Cross-functional Leadership | Design Systems | User Research | End-to-End Product Design | Usability Testing | Accessibility (WCAG)

Tools: Figma, Miro, Claude, Jira, Confluence, Google Apps Script, Google Sheets | Adobe: Illustrator, Photoshop, XD

PROFESSIONAL EXPERIENCE

Senior Product Designer | McGraw Hill

Apr 2024 - Present | New York metropolitan area, USA | Remote

- Help establish and evolve the Sullivan Design System with the internal UX team, supporting consistent, accessible experiences across products.
- Lead product design initiatives across McGraw Hill learning platforms, including SIMnet, aligning research, interface design, and engineering delivery.
- Manage and mentor designers; partner with product managers, engineers, and data analysts to translate research and usability findings into product improvements.

Senior Product Designer | SurePoint Technologies

Mar 2025 - Present | Austin, TX, USA | Remote

- Own end-to-end design for Practice Pro, a legal practice management and billing platform, with 70+ features across billing, payments, time tracking, and dashboards.
- Build and govern the SurePoint Design System with 50+ reusable components, documented in Figma and Confluence with states and accessibility specifications.
- As the sole product designer, align product and engineering on workflows, development-ready specifications, and UI implementation quality.

Senior Product Designer | Walmart | Marketplace and Seller Center

Jan 2026 - Oct 2026 | Bentonville, AR, USA | Remote

- Designed seller-facing financial experiences for Walmart Marketplace Capital, simplifying funding workflows, financial visibility, and AI-assisted product experiences.
- Partnered with product and engineering to align user flows with business goals and implementation requirements; contributed to the shared design system.

Senior Product Designer | Apex Fintech Solutions

Jul 2025 - Jan 2026 | Dallas, TX, USA | Remote

- Led end-to-end design for financial platforms, from discovery workshops to developer handoff, balancing usability, compliance, and scalability.
- Designed centralized Voluntary Corporate Actions election workflows and modular investor dashboards for tracking submissions and deadlines.
- Expanded the design system with reusable table, form, and modal components to standardize interfaces and support engineering delivery.

Director of Product Design | Livsee

Oct 2024 - Feb 2025 | Detroit, MI, USA | Remote

- Directed the creative team and led design strategy, UX/UI, and content strategy for a generative AI residential rental marketplace. Engaged executive stakeholders through Design Thinking and established the team's internal design process.

Senior UX/UI Designer | BookmarkED

Mar 2024 - May 2024 | Abilene, TX, USA | Remote

- Embedded user-centered design and research practices into workflows serving 20,000+ users; established business KPIs supported by automated analytics.

Senior UX/UI Designer | Liberty Latin America

Jul 2023 - Dec 2023 | Panama City, Panama | Remote

- Designed shared e-commerce checkout flows and components for Liberty, Flow, and +Móvil, adapting payment journeys and brand themes across Latin American and Caribbean markets.

Senior Product Designer | Pyxl

Apr 2022 - Apr 2024 | Nashville, TN, USA | Remote

- Led product design for CSC GO and Case FMS across consumer apps, field service tools, and operational web portals.
- Mentored designers and used interviews, surveys, and usability tests to align mobile and web experiences across complex product suites.

EARLIER EXPERIENCE

Senior UX/UI Designer | Awake | Bogotá, Colombia | Sep 2021 - Mar 2023. Led user research, journey mapping, design systems, and high-fidelity interface design; mentored junior designers.

UX Researcher | Simetrik | Bogotá, Colombia | Dec 2021 - Apr 2022. Established the research process and led a fintech portal redesign study that contributed to 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+ eLearning courses and 20 virtual training programs. Implemented an LMS and onboarding program that reduced time-to-productivity by 30%; developed client training that increased sales productivity by 25%.

UX/UI Designer | Vision Tours SAS | Bogotá, Colombia | Sep 2015 - Feb 2020. Designed websites through user research, wireframes, prototypes, and usability testing.

Graphic and Web Designer | Universidad de los Andes | Bogotá, Colombia | Oct 2008 - Jan 2015. Delivered print, digital, and web design projects on time and within budget.

SELECTED INDEPENDENT PROJECT

Marea | Product Design and Development | 2026

Designed and built a personal finance app with Claude, Google Apps Script, and Google Sheets; defined design tokens, accessible interfaces, and automated quality checks.

EDUCATION

Postgraduate Certificate in Digital Marketing | The George Washington University | 2018

B.A. in Graphic Design | Corporación Escuela de Artes y Letras | 2013 - 2014

B.A. in Graphic Communications | UNIMINUTO | 2006 - 2009

LANGUAGES

English: Full professional proficiency | Spanish: Native