



# Product Design Lead

## Sandy Escobar

As an end-to-end Lead Digital Product Designer, I deliver high-level, strategic work for global brands, turning complex problems into simple, engaging experiences that users love and businesses value.

sandy.escobar.c@gmail.com

+46 072 910 61 08

sandyescobar.com

 /sescobar20

### Work experience

May 2022 - Present

**Product Design Lead | Umain** 

Stockholm, Sweden

Designing mobile and web experiences for global brands, used by millions of people. I work across the full design process—from research and ideation to high-fidelity UI, crafting intuitive and accessible solutions that balance user needs with business goals.

Here, I contribute to and help grow scalable design systems that bring consistency and speed across platforms. My deliveries are tidy, thorough, and backed by solid thinking, often supported by data and accessibility insights. I stay hands-on testing both our products and others using built-in a11y tools, sharing knowledge within Umain by mentoring junior peers.

May 2022 - May 2021

**UX/UI Designer | Freespee** 

Stockholm, Sweden

During my time at Kaisa (ex Freespee), I led the full product design process from early discovery and user research through UX strategy, interaction design, and high-fidelity UI for the 'Message Orchestrator', a core value product for automating engagement and improving performance for hot leads. This tool remains foundational to the platform today and was built to support both automotive and marketplace clients, addressing industry-specific needs. Collaborating closely with product, engineering, and customer success teams, I crafted intuitive workflows that helped teams streamline performance reviews and automate meaningful employee touchpoints. My role was hands-on across all phases, with a strong focus on user-centered design and continuous iteration based on real feedback and usage data.

May 2021 – Apr 2020

**UX/UI Designer | Respaces (Internship)** 

Stockholm, Sweden

Worked across end-to-end UX processes including Qualitative and Quantitative user research, usability testing, and user interviews for multiple digital concepts. Designed and optimized customer journeys, workflows, and information architecture based on user insights and data. Planned and conducted remote usability tests and established weekly testing schedules for users and partners. Redesigned key user flows to be clearer, shorter, and more seamless, while facilitating stakeholder workshops to improve transparency across the product journey and ensure consistent branding. Developed interactive interface designs and continuously improved the on-site user experience through iterative testing and research-driven decisions.

2021-2019

**UX/UI Designer | ICA (Freelance)** 

Stockholm, Sweden

Led end-to-end product design initiatives, planning and executing mixed-method user research and usability testing, including in-store fieldwork and contextual interviews. Synthesized behavioral insights to identify friction points in digital self-checkout experiences and translate findings into actionable design strategies. Designed, validated, and iterated UX solutions grounded in real-world usage data, delivering high-fidelity, implementation-ready prototypes in close collaboration with engineering. The resulting solutions significantly reduced time spent on self-checkout tasks.

### Education



**Accessible mobile applications**

Funka Academy, 2025.



**Hyper Island**

Digital Media Creative, 2019



**Film and Television Production**

Duoc, 2009



**Interaction Design Foundation**

+2 courses, Remote