



Senior Product Designer

Sandy Escobar

As a Senior Product Designer, I lead end-to-end design for complex digital products—translating ambiguous technical problems into clear, usable solutions that improve user outcomes and business performance.

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 users. I lead the end-to-end product design process—from research and ideation to high-fidelity UI—translating complex technical constraints into simple, intuitive, and accessible experiences that balance user needs with business goals.

I partner closely with engineering to solve complex technical and product challenges, ensuring feasibility without compromising clarity or usability. I specialize in reducing system complexity into seamless UX where the underlying logic is invisible to the user. I also contribute to and evolve scalable design systems that drive consistency, efficiency, and speed across platforms with the help of AI.

My work is structured, evidence-based, and informed by data and accessibility insights, with regular hands-on testing of both our products and competitors using a11y tools.

At Umain, I also support design quality and team growth by mentoring junior designers and sharing best practices across the company.

April 2021 – May 2022

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.

Oct 2020 – April 2021

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.

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