David Esteban
Product Designer

Estabeed.Design
+44 (0) 7932 427 331
David@Estabeed.Design
LinkedIn
London, UK

Summary

Product designer in London, working with product teams and founders from the first research interview to engineering handover. On Paper2Sim, an AI research tool for sceptical scientists, all four testers completed my six-stage workflow with no instructions. On Collectivault, a collectibles marketplace, I delivered 9 build-ready flows and a full design system in 6 sprints. Fifteen years in graphic design came first: wayfinding taught me information architecture, and brand guidelines taught me to think in systems.

Experience

Product Designer, Collectivault
Mar 2026 to Aug 2026 / Contract / London, UK

Sole designer for an early-stage collectibles marketplace connecting buyers, sellers, and sporting celebrities, owning the product design end to end across web and mobile.

- Turned a 6-week capstone concept into a client contract, defining 3 MVPs and the product roadmap.
- Delivered 9 core user flows across 6 sprints as build-ready engineering files, from authentication and onboarding to fractional-ownership and portfolio mechanics.
- Designed purchase and verification flows that show provenance at every step, and cut a long sign-up form to 10 questions, asked only when someone decides to bid.

Product Designer, Junction Bioscience
Dec 2025 to Mar 2026 / Contract / London, UK

Led the full product design process for Paper2Sim, an AI tool that turns dense scientific papers into usable data and interactive simulations for molecular biology and drug discovery researchers.

- Designed the verification interface that shows every processing step, validated in 4 moderated sessions: every participant moved through the workflow without instructions, and none wanted the quality checkpoints removed.
- Interviewed 7 practising research scientists across 4 countries and analysed 9 competing tools, then designed and tested the flows against what I found.
- Delivered 11 high-fidelity screens and a development-ready design system, with all 5 changes from testing carried into the final designs.

Skills

Design
UX/UI Design
Interaction Design
Brand Identity
Typography
Grid and Layout
Colour Theory
Wayfinding
Video Editing
Print Design

Strategy
User Research
Usability Testing
Design Systems
Prototyping
Wireframing
Accessibility (WCAG)
Journey Mapping
Information Architecture
Competitor Analysis
Product Strategy

Tools
Figma
Framer
Cursor
Midjourney
Adobe Creative Cloud
Affinity/Canva
Miro
Wrike

Education

Kingston University
London, UK
BA (Hons)
Illustration Animation
2002 to 2005

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UX Bootcamp, Experience Haus
Sep 2025 to Dec 2025 / London, UK

12-week intensive UX bootcamp, from research to high-fidelity prototype.

- Delivered 3 end-to-end client projects: a collectibles marketplace, an agentic AI marketplace, and a meal-planning app, presenting each to client stakeholders and refining with their feedback.
- Ran user research across all 3 projects, leading the capstone's programme of more than 40 interviews, and synthesised the findings into personas and journey maps.

Graphic Design Manager, Berkeley Group
Jan 2018 to May 2025 / Full-time / London, UK

Founded and led a 3-person in-house creative studio for a landmark London residential developer.

- Led the studio to deliver 266 design tasks in 9 months across 15 live developments, in more than 20 output types.
- Built a structured Wrike workflow for task intake, prioritisation, and sign-off, cutting average design turnaround by an estimated 20% across the studio.
- Worked with more than 20 marketing managers on sales campaigns and brand guidelines for regeneration schemes including The Green Quarter, Grand Union, and London Dock, together more than 14,000 new homes.

Graphic Design Manager, Harkess-Ord
Sep 2009 to Dec 2017 / Full-time / London, UK, with on-the-ground work in Norway, Morocco, and New Zealand

Progressed to Graphic Design Manager at a consultancy specialising in wayfinding and brand implementation, designing how people navigate complex built environments.

- Directed a 9-person team on the Afriquia forecourt rebrand for Morocco's largest petroleum retailer, designing orientation and movement-planning systems across 100 pilot stations, built to scale to a 400-plus station network.
- Developed wayfinding and journey-route analysis for Statoil's Fornebu headquarters in Oslo, a campus designed for 2,500 staff, as part of a global rebrand across 60-plus locations worldwide.
- Managed the national rollout of the Z Energy rebrand across 220 service stations and 90 truck stops in under 7 months.

Certifications

Maven
Level Up with Figma
Sep 2025

Anthropic
AI Fluency: Framework and Foundations
Sep 2025

BrainStation
London, UK
UX Design Certification (UXDC)
Jul to Aug 2025

Community

Croydon Buddhist Centre
London, UK
Active Member and Mitra
Jun 2024 onwards

Crisis UK
London, UK
Volunteer Supporting Social Impact Initiatives
Feb 2024 onwards

Languages

English
Native

Spanish
Native