

Vida Escandar

Sr. Director, Product Design

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Overview

Senior Director of Product Design at Paramount+ with 12 years of management experience leading high-performing teams. Currently driving innovation in Content Discovery and Personalization across OTT, App, and Web platforms. Focused on creating highly personalized experiences through iterative, data-driven decisions while leveraging machine learning to shape the Core User Experience.

Collaborates with cross-functional leadership to align business goals with design strategy and partners with product and engineering teams to enhance the quality and impact of our app experience for millions of users. Passionate about exploring AI's potential to elevate product performance and user engagement.

Work Experience

Sr. Director, Product Design

Apr 2022 - Present

Paramount+ | Los Angeles, CA

- Built and led a 12-person Content Discovery team, managing key features including Homepage, Detail Page, Navigation, Search, Browse, User Profiles, Onboarding, My List, and Kids Experience.
- Boosted marquee consumption and video clicks by 16% by developing and executing a comprehensive A/B testing strategy rollout plan.
- Significantly lifted engagement and playback rate metrics across all discovery pages by 20% over an 18-month period by creating new carousel type diversity, facilitating executive buy in and working cross functionally to deliver on roadmap
- Shaped product roadmaps, driving strategic direction through innovation, experimentation, and data-driven insights.

Director, Product Design

Jan 2021 - Apr 2022

Paramount+ | Los Angeles, CA

- Led the UX/UI integration for the Showtime + Paramount merger, launching a new premium subscription tier that grew to over 30 million users.
- Spearheaded the OTT Detail Page redesign initiative, increasing content discovery and boosting click-through rates by 5%.
- Implemented A/B tests on Search behavior, including predictive results, trending, and recommendations, achieving a 10% increase in minutes watched per user.
- Launched User Profiles and Onboarding experience, resulting in a decrease in bounce rates and an 18% increase in profile creations.

Sr. Manager, Product Design

Feb 2020 - Jan 2021

Paramount+ | Los Angeles, CA

- Led design efforts for Paramount's international expansion, successfully launching in Italy, France, Germany, Switzerland, and Austria
- Strengthened the partnership between Design and Product teams by establishing effective workflows and aligning engineering priorities for high-impact product execution.

Manager, Product Design

Feb 2018 - Feb 2020

Paramount+ | Los Angeles, CA

- Spearheaded a comprehensive redesign of CBS All Access across OTT, Web, and App platforms, enhancing Content Discovery, Live Video, and Monetization.
- Launched 'Voyager', CBS's first design system, and built a team to support its ongoing development and operational growth.
- Streamlined team operations and established consistent design handoff standards
- Expanded the team by establishing structured reporting lines to support scalability and growth.

Associate Director, Product Design

Aug 2016 - Feb 2018

Deloitte Digital | Los Angeles, CA

- Directed the strategic vision and design execution for new app features across multiple high-profile brands, including David Yurman, Nestlé, Walmart, and Wellkept.

Sr. Product Designer, Product Design

Mar 2015 - Aug 2016

Shazam | Los Angeles, CA

- Worked with existing functionality of the app (the Discover feature), and collaborated with our brand partners to integrate them into the core experience.

Education

Savannah College of Art & Design

Sep 2003 - Sep 2007

Bachelor of Fine Arts | Interaction Design & 3D Animation

Skills

Management Skills: Team Development, Strategic Planning, Recruiting & Building teams, Quality Control output, Process improvement, Figma: Brainstorming, Roadmaps, Product RetroTeam Organization: File structures, Figma handoffs & documentation

Design Skills: Cross-Platform consistency, Expertise in OTT, Web & App, High-Fidelity rapid concepting, Long & Short term solving, Design system partnerships, Design component scalability, Figma: Design Sprint, Mocks, Prototypes, A/B Testing, User-research

Software: Fluency in Figma, Sketch, Framer, Maze, Elgato, Jira, Confluence, Adobe Creative Suite

Platforms: Web, Mobile App: iOS & Android, OTT: tvOS, Fire, Roku, STV