



Esteban Barrera

Senior Product Designer

“ Designing beautiful, accessible digital products through data-driven designs ”

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Phone
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Location
Orlando, Florida

Socials

Website
barreraesteban.com

LinkedIn
[Esteban Barrera](#)

Education

California Baptist University
Bachelor's in Graphic Design

Graduated with a 4.0 GPA with Summa Cum Laude, focusing my degree in digital media

Languages

Native
English

Native
Spanish

Experience

Aug 2023 - Dec 2023 (5mos) Remote (EST)



Lead Product designer
Crewfare

- Created design system to ensure consistency across the suite of products
- Played a key role as the founding designer, contributing to user flows, wireframes, and high fidelity designs for our mobile fintech app
- Collaborated with cross-functional teams including product managers and engineers

Feb 2023 - Sep 2023 (8mos) Remote (CST)



Lead Product Designer
Idyllo

- Collaborated with cross-functional teams (PMs, customer success leads, vendor success leads, and developers), to enhance user experiences based on feedback received.
- Ensured visual consistency by maintaining an updated design system as a reference for the team, resulting in cohesive and high-quality designs.
- Conducted usability interviews and collected valuable feedback to gain insights into customer needs, informing decision-making processes for product improvements.

Jul 2022 - Feb 2023 (8mos) Remote (EST)



Product Designer
Imperium Design

- Executed full product life cycle to launch several products and consistently brought new features to life that ensured both end-user satisfaction and accessibility
- Conducted user research to understand our users' goals, behaviors, pain points, and needs in order to design beautiful, seamless websites and mobile apps
- Developed visually appealing product landing pages and crafted compelling marketing materials, including pitch decks, logos, and social media graphics

Aug 2021 - Jul 2022 (1yr) Remote (EST)



Visual Designer
Cal Baptist University

- Assisted with all marketing materials and graphic related needs
- Created a foundation system that allows better organization of all marketing assets
- Collaborated with product managers to effectively establish a brand identity for all socials

Sep 2019 - Aug 2021 (2yrs) Remote (EST)



UX/UI Designer
Tapp Network

- Lead designer in charge of nonprofit and mission-driven clients
- Assisted with marketing material as well as web designs for numerous products
- Planned and developed the creative direction for both the parent company and all clients

Skills

User Experience Design	User Interface Design	Design Systems	
User Research	Product Management	Responsive Design	Communication
Information Architecture	Cross-Functional Alignment	Branding & Identity	

Tools

 Figma UX/UI Design, Prototyping	 ChatGPT Research, Copy, & Analysis	 Midjourney AI-Generated Images	
 Slack Communication Tool	 Asana Project Management	 Notion Collaboration Tool	And More...