ESTEBAN MOTRAN

Lead Product Designer, UX/UI Designer, UX/CX Strategy & Innovation Consultant

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PROFESSIONAL SUMMARY

I am a Lead Product Designer who excels at bridging Strategy with Execution. With a proven track record of helping from early-stage startups to top corporations build better products by focusing on the humans on the "other side". I leverage a straightforward, user-first approach to drive decision-making through design thinking, User and Customer experience, Strategy facilitation, User Research, UX/UI Design, and DesignOps. I strive to create impactful results by fostering strong cross-functional team collaboration, making more effective use of data, and validating that our solutions truly meet user needs. A problem solver at heart, I'm passionate about innovation and making technology more human, delivering real value to those we seek to serve.

WORK EXPERIENCE

Nova Southeastern University, (NSU)   Davie, FL. 2023-2024
Lead Product Designer, SharkLink Portal
- Led the **end-to-end UX strategy and product design** for NSU's SharkLink Portal, transforming a 7-year-old system into a modern, student-first platform serving over 30,000 users annually.
- Delivered a customizable dashboard experience praised for its flexibility and ease of use, earning an overwhelmingly positive **95–97% user satisfaction** in post-launch surveys.
- Conducted **comprehensive user research**, including analysis of five existing data sources, in-depth user interviews, usability testing, journey mapping, and persona creation. These insights shifted the project from an IT migration to a human-centered redesign.
- Introduced advanced **Dual-Track Agile workflows** to align discovery and delivery, enabling faster iteration, stakeholder alignment, and evidence-based decision-making.
- Designed and developed a **modular component library widget system** in collaboration with engineering to create a common language between design and front-end. This approach simplified QA, enabled fast implementation, and allowed for the creation of responsive, accessible, and fully customizable widgets aligned with Pathify's architecture for vendor-side customization and integration.
- **Launched and maintained a live wiki** within Azure DevOps to document user needs, design decisions, system logic, accessibility guidelines, and editorial workflows. The system was later adopted by engineering and QA as a central project hub.
- Partnered closely with the Director of Innovation and cross-departmental teams to promote the "Students First" vision, facilitating collaboration, securing stakeholder buy-in, and setting a new benchmark for human-centric IT projects at the university.

Pear to Pear Design   Wellington, FL. 2018-2023
Principal Experience Designer & Strategic Consultant
- Led **UX and product strategy consulting** for startups and emerging companies across SaaS, AI, and e-commerce sectors.
- Conducted **user interviews, usability testing, and market research**, developing personas and user journeys to guide design and positioning.
- Collaborated with **founders, CEOs, and product teams** to define product vision, validate concepts, and align business goals with user needs.
- Built **component libraries and design systems** to scale product consistency and speed up implementation across teams.

- Facilitated **design thinking workshops and strategy sessions** to help teams co-create roadmaps, prioritize features, and test ideas.
- Managed ongoing **stakeholder relationships**, translating complex requirements into actionable, user-centered design decisions.
- Balanced roles across **UX/UI design, product definition, and implementation**, supporting lean teams and early-stage launches.

Sack Lunch Agency   Delray, FL 2021 - 2022
Sr. Strategist and Lead UX/CX Designer,
- Partnered with agency leadership to embed a **strategy-first approach** into the design process, helping reframe UX from a service to a strategic asset
- Led the digital rebranding of **Sonic Healthcare USA**, aligning its U.S. presence with its international identity across digital channels
- Directed the launch of **Halo 42**, a D2C wellness brand, from concept to market, including product design, e-commerce, packaging, and content strategy. The brand sold out its first product batch and attracted interest from major retailers
- Introduced new **UX workflows and frameworks**, enabling teams to adopt a research and validation-driven mindset
- Led a service design sprint for Hate Ends Now, creating a story-driven landing page to extend the impact of the physical exhibit. The page offered follow-up resources, donation tools, and shareable content. It raised **$15,000 in the first weekend**, serving as clear validation of the process and the experience design strategy behind it.
- Worked closely with executive stakeholders and clients, communicating strategy, presenting solutions, and guiding decision-making through structured feedback loops
- Conducted user research, journey mapping, and usability testing to align digital experiences with customer behavior and expectations
- Supported cross-disciplinary teams with system-level thinking to unify branding, content, and interaction across all touchpoints

CreativeNerd.co   *Wellington, FL. 2018-2021*
Founder, Digital Colorist Freelance
- Provided **high-end color grading, motion graphics, and visual effects** for film, commercials, and digital content in collaboration with production teams and independent creators
- Consulted on **post-production workflows and live-streaming pipelines**, optimizing graphics, delivery, and real-time visual systems
- Supported technical implementation and **IT solutions in production environments**, including backup strategies, high bitrate networking for video production, and DaVinci Resolve color suites

Way of the Warrior   Wellington, FL. 2019-2020
Co-Funder and Creative Director
- Designed and launched a **D2C e-commerce** apparel brand, focused on textiles and functional fashion for everyday warriors.
- Managed all aspects of **branding, customer experience (CX), UX/UI design, and product development**, ensuring a cohesive identity and a seamless online shopping experience.
- Developed custom **textile designs and implemented funnel strategies** to optimize customer journeys and drive user engagement.
- Built and tested responsive web design, focusing on user flows, prototyping, and iterative improvements for a mobile-first experience.

PoloFest   Denver, CO. 2016-2018
Brand Development & Creative Director
- Co-created and launched **PoloFest, combining high-level polo and live music** into an innovative and immersive event that redefined audience experiences and set a new standard for event design.
- Led **Customer experience CX strategy and Creative Direction**, building a unique brand from scratch that connected and attracted our targeted audiences and clearly differentiated PoloFest among other summer events in Colorado.
- Ensured every attendee touchpoint, from ticketing to onsite experience, was intuitive, seamless, and memorable, significantly enhancing customer satisfaction.

- Developed and executed an investor engagement strategy, creating a compelling pitch deck that successfully secured **five years of event funding**.
- Designed cohesive **branding and digital marketing strategies** focused on customer-first experiences across web and social media, resulting in increased audience engagement and attendance.
- We managed to sell out the event and secure long-term investment

The Polo Channel   Wellington, FL. 2015 - 2018
Product Lead and Business Development Partner,
- Led the **full product lifecycle** of The Polo Channel, the first global streaming network dedicated to polo, serving as a central hub for live/on-demand matches, international event coverage, and sponsor-driven experiences.
- Oversaw **end-to-end development** and **go-to-market strategy** of the VOD platform, coordinating with engineering, design, and business teams to launch and continuously iterate the product across three years.
- Built and **scaled a global user base** to over 70,000+ active viewers in year one by defining product-market fit and optimizing engagement through user feedback loops.
- Developed **platform strategy** and **user experience across devices**, ensuring seamless content delivery and intuitive navigation tailored to niche audience needs.
- Drove **monetization through strategic sponsor integrations**, leveraging the platform as a distribution and communication channel for luxury brands and international tournaments.
- Collaborated cross-functionally to **prioritize features, manage roadmaps**, and introduce iterative enhancements based on real-time user behavior and analytics.

Horseplay Productions   Wellington, FL. 2014 - 2018
Founding Team –Technical Director and Head of Brand and Post-Production,
- Led the creative and technical vision of a startup **production company that redefined how polo is filmed** and experienced, growing it into one of the sport's most recognized production companies.
- Built the brand from the ground up and led the technical side of live production, from multi-camera live broadcasts and drone cinematography to high-end post-production.
- Pioneered the **first drone live-stream of a live sports match in the USA**, earning industry recognition from DJI and setting a new benchmark for sports broadcasting.
- **Introduced feature film-quality post workflows**, delivering cinematic color grading, motion graphics, and VFX that elevated Polo's global image.
- Managed and mentored multidisciplinary teams across production, design, and post, ensuring alignment between creative and technical execution.
- International reach, working across the U.S., UK, Argentina, Spain, Dubai, and Norway, collaborating with top tournament organizers and luxury sponsors.

KEYWORDS

Lead Product Design	AI-Enhanced Workflows	Stakeholder Alignment
Product Strategy & Roadmapping	Prompt Engineering & AI Integration	Motion Graphic Design
UX & CX Strategy	AI-Driven Product Design	Web & Interaction Design
Product Architecture	Design Thinking Facilitation	DaVinci Resolve
User Research UXR	Dual-Track Agile	Web Development
Brand Strategy	Lean UX	No-Code Development
Creative Direction	Agile Project Management	Cross-functional Team Leadership
Webflow Developer	Business Development	Systems Thinking and Design

EDUCATION

Master's Degree in Post-Production & VFX, Trazos School of Art,   Madrid, Spain

Bachelors Degree in Graphic Design & Multimedia, E.S.I   Madrid, Spain

Associate Degree in Photography, Juan Comenius   Valencia, Spain

CERTIFICATIONS

- **Aha! Product Management Professional Certification**
- **LinkedIn Product Management: Building a Product Strategy**
- **Apple Support Professional**
- **Alias Maya Professional**
- **Apple Shake Professional**
- **Trazos Master's Degree Post-Production & VFX**

SKILLS

Design & Prototyping Tools
- Figma, Adobe XD, Sketch, Webflow
- Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- DaVinci Resolve (Color Grading & Motion Graphics)

UX/UI & CX Strategy
- User Research (UXR), Personas, User Journeys
- Design Thinking, Design Sprints, Lean UX
- Prototyping, Wireframing, Usability Testing
- Dual-Track Scrum, Agile Methodologies

Web Development & No-Code Platforms
- Webflow Development
- HTML, CSS (custom styling & components)
- No-Code Tools (Webflow, Zapier, Airtable)

Project & Workflow Management
- Agile Tools: Jira, Trello, Asana
- Collaboration & Documentation: Notion, Confluence, Slack
- DesignOps: Miro, FigJam, Lucidchart

System Administration & IT Support
- MacOS Server Administration
- Apple Support Tools (Apple Remote Desktop, Device Management)