

## Esteban Laudier, Senior Product Designer

A data-driven Senior Product Designer with a focus on SaaS and B2B. With proven experience in Product Design, agility and business strategy, I'm committed to shaping tomorrow's interactive experiences alongside passionate multi-disciplinary teams.

### Employment History

#### Senior Product Designer at Heat Geek, London, United Kingdom

May 2024 — Present

Some of my daily activities entail:

- Reconciling data insights, business requirements and user needs to achieve the best product-based solutions
- Helping the product team create roadmaps through weighing feature prioritisation, as well as impact rate versus build effort
- Communicating design decisions to stakeholders
- Employing a data-driven design process that considerably reduces the number of necessary design iterations
- Developing low-to-high-fidelity interactive mockups and conducting usability testing which identifies usability issues, aiming for efficacy and reduction in task completion time
- Cultivating and improving the in-house Design System and its components

#### Senior Product Designer at CESAR , Recife

December 2021 — March 2024

Some of my daily activities entail:

- Managing the end-to-end design process both in a solo setting as well as in a small design team where I act as lead
- Led a design systems/UI chapter, guaranteeing seamless integration and consistency across digital platforms
- Maintained rigorous prototyping practices to uphold high-quality standards and facilitate efficient iteration and feedback loops
- Orchestrated project onboarding, immersion, roadmapping, and user testing phases to guarantee a user-centric approach and optimal product outcomes
- Delivered outstanding UX/UI solutions that consistently exceeded client expectations and drove business growth by making data-driven decisions
- Negotiated the extension of two contracts for product development, securing hundreds of thousands in additional revenue by delivering a product that achieved 80% consumer traction within clients online environments

#### Midweight Product Designer at Grupo Eleva, Rio de Janeiro

December 2018 — December 2021

Some of my daily activities entail:

- Designing both for creation and optimisation of the platforms web learning app, aiming to facilitate seamless navigation and boost learning outcomes
- Conducting various types of user research, translating real-life insights into actionable wireframes and prototypes to inform iterative design processes
- Running a series of tailored workshops with stakeholders to ensure alignment with educational objectives
- Fostering close collaboration with cross-functional teams, playing a pivotal role in core projects aimed at elevating digital interfaces and enhancing user experiences

## Junior UI Designer at Reino Studio , Rio de Janeiro

February 2018 — December 2018

Some of my daily activities entail:

- Supporting senior designers in prototyping tasks using InVision, Marvel, and Sketch, gaining hands-on experience in industry-standard tools and processes
- Contributing to the development of user-friendly interfaces and experiences across web, mobile, and tablet platforms, actively participating in the design iteration process to enhance usability and accessibility
- Collaborating closely with senior designers, learning from their expertise and contributing fresh perspectives to design discussions and decisions.

## iOS FrontEnd intern at Apple Developer Academy, Rio de Janeiro

January 2017 — December 2018

Some of my daily activities entail:

- Developing for iOS mobile applying Swift
- Crafting mobile app interfaces for high profile clients, focusing mainly on interface prototyping
- Immersing in real-life problems in order to develop user-friendly solutions

## Education

### Product Design, University of the Arts London, London

August 2015 — September 2016

I've attended UAL upon being selected for a highly competitive bursary program from my home countrys government. As a second year student, I completed a full year of studies which were transferrable to my home degree.

### Product Design and Media Studies, Pontifical Catholic University of Rio de Janeiro, Rio de Janeiro

August 2012 — December 2017

I've graduated with honours in Product Design with emphasis on Media Studies at PUC-Rio, specialising in Digital Media and Human-Machine Interfaces.

## Skills

- |  |                                     |
|--|-------------------------------------|
| <input type="radio"/> Product Design           | <input type="radio"/> UI Design     |
| <input type="radio"/> Information architecture | <input type="radio"/> User Research |
| <input type="radio"/> Figma                    | <input type="radio"/> Agile         |

- ☐ Scrum
- ☐ Cross-functional Teamwork
- ☐ Constructive Feedback
- ☐ Sketch
- ☐ Adobe Creative Suite
- ☐ Data visualisation
- ☐ JavaScript
- ☐ Motion
- ☐ Power BI
- ☐ Mobile platforms
- ☐ Responsive design
- ☐ Communication
- ☐ Design Thinking
- ☐ Software solutions
- ☐ Artificial intelligence
- ☐ Product life-cycle
- ☐ Leadership
- ☐ Communication
- ☐ Visual Design
- ☐ Design theory
- ☐ HTML & CSS
- ☐ Design systems
- ☐ Aecessibility
- ☐ Business strategy
- ☐ Web platforms
- ☐ Usability testing
- ☐ Typography
- ☐ Business growth
- ☐ Innovation
- ☐ Stakeholder management

## Languages

- ☐ **English** Native speaker
- ☐ **Portuguese** Native speaker
- ☐ **Spanish** Highly proficient