Ramses J. Escobar

Senior Manager, UX/UI Specialist, AI Product Experience

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EXECUTIVE SUMMARY

Experience Design leader with 10+ years driving product strategy and organizational transformation across SaaS, marketplace, and digital platforms. Lead Lean UX within empowered product teams, aligning behavioral insights, experimentation, and intelligent design tooling to measurable business objectives. Architect scalable design systems and cross-product experience frameworks that connect UX outcomes to adoption, engagement, and revenue performance. Player-coach experienced in building and leading distributed international teams across LatAm and EMEA, mentoring multi-disciplinary practitioners while shaping complex interaction ecosystems from discovery through production readiness.

CORE EXPERTISE

Experience Strategy and Vision: Experience-led roadmaps, cross-product blueprinting, systems thinking, stakeholder facilitation, workshop leadership

AI-Enabled Product Experience: Intelligent workflow design, AI-assisted research synthesis, experimentation frameworks, KPI alignment, adoption optimization

User-Centered Design: Lean UX, usability testing, heuristic analysis, accessibility standards, journey mapping, rapid prototyping

Design Systems and DesignOps: Governance models, scalable component libraries, documentation standards, design-to-development optimization

Leadership and Talent Development: International team building, cross-functional influence, executive presentations, mentorship, hiring and culture development

Tools: Figma, Adobe Creative Cloud, Jira, Confluence, Bitbucket, Google Analytics, Hotjar

PROFESSIONAL EXPERIENCE

Director of Product Management & Design | Resivate | Contractor *2024 - 2025*

- Recruited and built multi-disciplinary product and engineering team in Colombia, establishing delivery standards, team culture, and cross-border collaboration framework.
- Defined enterprise experience vision and product strategy for SaaS platform, aligning UX roadmap to operational and growth objectives prior to MVP readiness.
- Architected cross-product design system and interaction governance model, reducing design-to-development cycle time 35 percent.
- Established experimentation framework integrating behavioral analytics and intelligent design tooling to optimize onboarding and core workflows before launch readiness.
- Led executive workshops to frame complex experience challenges, prioritize feature investment, and align Product and Engineering leadership.
- Transitioned comprehensive UX documentation, system standards, and product strategy to remaining delivery team when stakeholder funding concluded prior to product launch, ensuring continuity of execution and delivery stability.

Senior UX/UI Designer | Glow-Tone E-commerce | Contractor *2017 - 2023*

- Directed end-to-end digital platform transformation using Lean UX and rapid experimentation, increasing site traffic 80 percent and revenue 37 percent.
- Integrated behavioral analytics and A/B testing into product lifecycle, improving conversion 20 percent and reducing checkout abandonment.
- Designed secure multi-step workflows and personalization-driven journeys to reduce cognitive friction and improve clarity in transactional experiences.
- Developed scalable UI frameworks and reusable components to ensure brand consistency and implementation efficiency.
- Partnered with Product, Engineering, and Data leaders to align experience strategy with measurable business performance objectives.

Senior Product Designer | Real Estate | Freelance *2013 - 2017*

- Designed complex marketplace and transaction-based ecosystems, translating research insights into scalable interaction models and high-fidelity prototypes.
- Applied behavioral analysis and heatmap insights to improve funnel conversion 20 percent across listing and search experiences.
- Facilitated stakeholder workshops to define user problems, prioritize feature roadmaps, and align UX initiatives to business outcomes

EDUCATION

Bachelors of Fine, Arts Graphic Design and Illustration | New Jersey City University - Formal training in visual communication, interaction systems, and design theory, providing foundation for scalable experience architecture and human-centered problem solving.

Professional Certificate, UX Design | Google - Advanced certification in user research, interaction design, usability testing, and high-fidelity prototyping with emphasis on structured problem framing and data-informed design decisions.

Professional Certificate, Project Management | Google - Training in Agile and hybrid delivery models, cross-functional stakeholder alignment, risk management, and execution governance within product development environments.

LEADERSHIP AND PROFESSIONAL DEVELOPMENT

Built and led distributed product and engineering teams across Colombia and Spain, establishing operating rhythms, accountability structures, hiring standards, and performance frameworks to enable scalable, cross-border delivery.

Facilitated executive-level workshops and strategic UX briefings to align Product, Engineering, and business stakeholders on experience vision, prioritization trade-offs, and KPI-driven decision making.

Contribute to the advancement of AI-enabled product experience through continuous study and applied practice in intelligent workflow design, behavioral analytics integration, structured experimentation models, and modern UX governance frameworks supporting scalable digital ecosystems.