

Maggie Escobedo

UX / Product Designer & Mentor — NN/g UX Certified

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WORK EXPERIENCE

Senior Product Designer — Lob

Feb 2024 — Present

- Led end-to-end design of SaaS features contributing to over **200M+** automated mail pieces, enhancing engagement and reducing friction across key user flows.
- Designed and launched a new audience-purchasing experience, generating over **\$175K** in revenue within the first 6 months post-release.
- Collaborated with product, engineering, and business teams to address complex design challenges and ensure high-quality implementation.

Senior Product Designer & UX/UI Mentor — Moment Studio / Avocademy

Mar 2023 — May 2024

- Designed new features and redesigns for **20+** clients across diverse industries, reducing task completion time and boosting conversion rates.
- Mentored **100+** design bootcamp graduates, helping them secure roles with an average salary of ~\$95K.
- Conducted critiques and delivered feedback, earning a 5/5 star rating while elevating design quality.

Product Design Lead — Passion.io

Mar 2022 — Jul 2023

- Led and coached the design team across multiple releases impacting **15K+** customer apps globally.
- Revamped the design process with continuous user research, resulting in a **10-point NPS increase**.
- Reduced design-to-dev handoff time by **33%** through closer partnership with product and engineering.
- Designed and optimized features across web, responsive, and mobile platforms.

Product Design Lead, Mandü — Visma

Jan 2021 — Mar 2022

- Mentored the design team and built a UX research practice to improve research-driven product decisions.
- Led **20+** interviews with top-tier B2B clients, driving roadmap alignment and increasing renewal likelihood.
- Built and maintained a design system, reducing UI inconsistencies by **60%** across 3 core products.

Founding Designer & Head of UX/UI — Tekton Labs

Jul 2018 — Dec 2020

- Founded and scaled the company's first UX/UI department, growing it into a core offering that drove **33%** of total company revenue.
- Built and led a team of 5 designers across **25+** product launches in healthcare, fintech, and edtech.
- Drove UX strategy for **15+** key accounts, from early discovery to validation.

EDUCATION & CERTIFICATIONS

- UX Certified — Nielsen Norman Group
- Auditing Design Systems for Accessibility — LinkedIn Learning
- User Experience Design — General Assembly
- Service Design — Cooper Professional Education
- B.A. Business Engineering — Universidad del Pacífico

SKILLS

Design & Research: Product Design, UX Research, Interaction Design, Information Architecture, Design Systems, Usability Testing, Prototyping, Data Analysis, Competitive Analysis, Human-Centered Design

Tools: Claude, Gemini, Figma Make, Figma, Sketch, Adobe XD, Amplitude, Maze, Miro, Canny, Jira, Confluence, Notion, Zeplin

Leadership: Mentoring, Team Building, Facilitation, Project Management, Agile, Stakeholder Alignment, Communication, Systems Thinking