Joel Paolo Esguerra

Senior Product Designer • **Founding Designer** • **0 → 1 Builder**

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PROFILE

Product Designer with 10 years of experience building B2B SaaS products from zero. Twice helped take startups from 0→1 and through acquisition — TeamLeads ($3M, Keller Williams, 2017) and Sandbox Childcare ($10M, Procare Solutions, 2020). Comfortable as a founding or sole designer and experienced working alongside small engineering teams in fast-moving environments.

Deep domain knowledge in industries where UX is often overlooked: dairy supply chain, childcare operations, early childhood education, and real estate CRM. Uses AI-augmented workflows to move fast without sacrificing design quality or research rigour.

EXPERIENCE

Milk Moovement • Founding & Solo Product Designer • Oct 2022 - Feb 2026

AgriTech SaaS · Supply chain logistics, scheduling, finance & member communications

- Redesigned platform navigation across 20+ pages for 4 distinct user types — delivering a 40% NPS increase and 15–25% productivity gain per user; cut sales demo time by 50%.
- Designed an AI-driven scheduling engine that reduced Coop transportation costs by 30%, with a transparent criteria-setting UI to help users understand and trust AI recommendations.
- Built a conversational AI invoice builder ("MooRules") that interpreted plain-language input to configure complex, rules-based billing logic for Coop finance teams.
- Designed a Driver Mobile App for real-time load tracking and pickup logging across multi-day routes; a Producer App giving farmers live visibility into pickups, quality scores, and payments.
- Created a Member Bulletin Board replacing physical newsletters — increased member engagement by 80%+ across Coops.
- Rebuilt the company website in Webflow — directly attributed to closing 3 enterprise deals in year one.
- Conducted 50+ Producer, 100+ Driver, and 20+ Coop Admin interviews to ground every major design decision in validated user needs.

Procare Solutions • Senior Product Designer • Sep 2020 – Oct 2022

North America's largest childcare software provider · Post-acquisition senior hire

- Led redesign of Procare's mobile app — rebuilding parent-teacher communication, age-specific child dashboards (Infants, Toddlers, Pre-K), and secure sign-in/out flows.
- Designed an integrated EduTech curriculum feature — helping owners combat high staff turnover caused by lesson planning burden. Partnered with Marco Polo and Learning Beyond for in-app content marketplace.
- Contributed brand illustrations and character assets still in use across Procare's website and marketing today.

DESIGN SKILLS

Skill	Level
Communication	Expert
UX Design	Expert
UI Design	Expert
Product Strategy	Proficient
AI Prototyping	Proficient
UX Research	Proficient

DESIGN TOOLS

Tool	Level
Figma/Make	Expert
Webflow.io	Expert
Claude	Expert
Bolt.new	Proficient
Framer	Proficient
Lovable.dev	Novice

EXPERIENCE

Sandbox Software • Founding Product Designer • Sep 2017 – Sep 2020

★ **Acquired by Procare Solutions ~ $10M · 2020**

Childcare management SaaS · First and only designer · North America

- Designed the entire product from zero: Child & Staff CRM, payment processing, classroom scheduling, sign-in/out kiosks, and a first-of-its-kind Teacher-to-Parent Communication Feed (similar to a social feed, allowing teachers to log observations and parents to respond).
- Designed an Onboarding Flow that reduced support load for new user trainings by 40% and dramatically improved 30-day trial retention — particularly when users completed their first child sign-in.
- Grew platform adoption from 20 to 1,200 schools across North America in 2 years; contributed to 94% year-over-year revenue growth.
- Conducted close to 100 on-site school visits; interviewed 100+ owners, teachers, and parents to inform every feature shipped.
- Designed and built the company marketing website that tripled inbound sales leads.
- Produced the product explainer video used in sales and investor decks.

TeamLeads | Keller Williams • Product Designer • Aug 2016 – Jul 2017

★ **Acquired by Keller Williams ~ $3M · 2017**

Real estate lead management SaaS · Sole designer alongside 7 developers

- Designed a web-based Real Estate CRM platform from scratch serving Keller Williams clients across North America.
- Sole designer across the full product lifecycle — from discovery and wireframing through to final UI — using Sketch and Webflow.

NOTABLE PROJECTS

- AI-Driven Supply Chain Scheduling — Milk Moovement
  joelpaolo.design/casestudies/milkmoovement

- From Paper to Playground: Daily Activity Logging for Teachers
  joelpaolo.design/casestudies/procare

- Building an All-In-One ChildCare Software From the Ground Up
  joelpaolo.design/casestudies/sandbox

- Redesigning Team Leads Management Platform
  joelpaolo.design/casestudies/teamleads

References available upon request

RESEARCH & DATA

FullStory

Heap Analytics

Pendo

UserTesting

DataDog

INDUSTRIES

AgriTech (Dairy/Logistics)

Childcare Tech (CRM)

EduTech (Early Learning)

Real Estate (CRM)

CORE STRENGTHS

0→1 Product Design

User Research & Testing

Design Systems

AI-Assisted Workflows

Webflow Development

B2B SaaS / Complex Data

Startup Acquisition Track

EDUCATION & CERTIFICATIONS

B.B.A. Information Systems
Business & systems thinking foundation
York University, Toronto On.

UI/UX Design Bootcamp
Springboard.com

Creative Training
Apple HQ, Cupertino Ca.