

Joel Esguerra

SENIOR PRODUCT DESIGNER • 0-1 BUILDER • AI-AUGMENTED WORKFLOWS



joelpaolo.design

CONTACT

✉ joelpaolo@me.com

🌐 linkedin.com/in/jpesguerra

SKILLS

DESIGN

Product Design
Design Systems
Native Mobile (iOS/Android)
Interaction Design
Visual Design
Accessibility (WCAG)

DEVELOPMENT

Agentic AI Workflows
AI-Assisted Development
Front-End Development

STRATEGY

0-1 Product Design
PRD Writing
User Research
Stakeholder Storytelling
Cross-Functional Collaboration

TOOLS

Figma • Claude • Cursor • Github
Webflow • DataDog • Pendo • Gemini

EDUCATION & CERTIFICATIONS

B.B.A. Information Systems

York University, Toronto
Sep 2007 - Apr 2012

Creative Expert Training

Apple HQ, Cupertino, Ca.
Jun - Sep 2014

UI/UX Design Bootcamp

springboard.com
Sep 2016

AI Design & Design Systems Bootcamp

memorisely.com
Mar - Apr 2026

ABOUT

Product Designer with 10 years of experience building B2B SaaS products from 0 to 1 — twice contributing to acquisitions — and scaling them at enterprise level. Deep experience designing complex operational software across AgriTech, ChildcareTech, EduTech, and Real Estate CRM.

EXPERIENCE

Senior Product Designer • Founding & Sole Designer

Oct 2022 - Present

Milk Movement • Remote

- Redesigned platform navigation across 20+ pages for 4 distinct user types — delivering a 40% NPS lift, 15–25% productivity gain per user, and a 50% reduction in sales demo time
- Designed Moove an AI-driven scheduling optimization engine that reduced Coop transportation costs by 30%; built transparent criteria-setting UI to drive user trust in AI-generated outputs
- Shipped MooRules, a conversational AI invoice builder that interprets plain-language input into configurable, rules-based billing logic for Coop finance teams
- Designed Driver and Producer mobile apps for real-time load tracking, pickup logging, quality scores, and payment visibility — replacing manual and paper-based field workflows
- Launched a Webflow-integrated Member Bulletin Board replacing physical newsletters; increased Coop member engagement by 80%+ and contributed to 3 new enterprise deals in year one
- Conducted 170+ stakeholder interviews across Producers, Drivers, Coop Admins, and Finance teams to ground every major product decision in validated user research

Senior Product Designer

Sep 2020 - Oct 2022

Procure Solutions • Remote

- Led full redesign of Procure's parent-teacher communication mobile app — rebuilding age-specific child dashboards (Infants, Toddlers, Pre-K) and secure sign-in/out flows for iOS and Android
- Designed 0-to-1 EduTech curriculum feature enabling childcare owners to source, license, and deploy 3rd-party lesson plans in-app, directly reducing teacher workload and staff turnover
- Launched in-app content marketplace with Marco Polo and Learning Beyond — giving Procure a competitive differentiator no rival childcare platform had at the time.
- Contributed to Procure's design system component library; created brand illustration assets still active across marketing and product today

Product Designer • Founding & Sole Designer

Sep 2017 - Sep 2020

Sandbox Childcare Software • Hamilton, ON.

- Designed entire product from 0-to-1 as sole designer: child and staff CRM, payment processing, classroom scheduling, parent sign-in kiosks, and a teacher-to-parent communication app
- Grew platform from 20 to 1,200 schools across North America in under 2 years, contributing to 94% YoY revenue growth and a \$12M acquisition by Procure Solutions in 2020
- Redesigned new-user onboarding flow — reduced support load by 40% and improved 30-day trial retention by guiding users to their first activated classroom and enrolled child
- Rebuilt company website in Webflow, tripling inbound sales leads for the commercial team
- Conducted 80+ school visits and interviews with owners, teachers, and parents to validate every major product release

UI/UX Designer

Jul 2016 - Aug 2017

TeamLeads • Milton, ON.

- Designed a B2B real estate CRM platform from 0-to-1 as the sole designer alongside a 7-person engineering team, serving Keller Williams agents across North America
- Platform contributed to a \$6M acquisition by Keller Williams within 11 months of product launch