

ESTEBAN MOTRAN

Design Lead focused on Product & Innovation

Human-Centered Design · Product Strategy · UX/CX · Systems Thinking · AI-Enabled Execution

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SUMMARY

I started my career in creative direction, building brands, digital experiences, live productions, and large-scale content systems long before I formally entered product. That background shaped how I lead today: comfortable with ambiguity, focused on protecting the vision through execution, and able to move across strategy, UX, CX, systems thinking, and delivery without losing sight of the bigger picture.

My foundation comes from the trenches. I grew into leadership by solving bigger and bigger problems across product, experience, and organizational alignment. A strong background in UX, customer experience, creative direction, and frontend systems allows me to work fluidly across design, marketing, engineering, and business teams. I approach Human-Centered Design not as a workshop exercise, but as a practical framework for aligning stakeholders, shaping product direction, and keeping the user central while teams move fast.

A defining moment in my career was joining the founding team behind The Polo Channel, where we built and scaled one of the largest global video-on-demand platforms in the polo world, managing complex production systems pipelines, international operations, live broadcasts, and multidisciplinary teams across multiple countries. That experience pushed me deep into product strategy, systems thinking, roadmap planning, and execution at scale.

After exiting the company, I founded Pear to Pear, helping startups and founders innovate, align teams, validate ideas, and launch products across SaaS, AI, media, healthcare, and digital services. More recently, I've brought that same approach into larger digital transformation initiatives, including leading the redesign of NSU's SharkLink platform serving more than 30,000 active students annually.

I work best where the challenges are ambiguous, the stakes are real, and the team needs someone who can connect vision, product thinking, execution, and human experience into a single coherent direction.

EXPERIENCE

Creatica - Innovation & Product Studio

Wellington, FL - 2024–Present

Founder & Principal

AI-native innovation and product studio helping organizations innovate, reduce product risk, and build better products in the AI era without losing sight of real user needs, customer experience, and human-centered decision-making.

- Partner with founders, executives, and AI-enabled product teams across SaaS, enterprise, and emerging technology environments to support product innovation and digital transformation from strategy through execution
- Lead HCD facilitation, discovery workshops, validation sprints, and cross-functional product definition initiatives focused on aligning business goals, technical feasibility, and real user needs
- Develop AI-assisted workflows, scalable product systems, and rapid experimentation processes that improve prototyping, documentation, execution speed, and organizational alignment
- Advise organizations on product positioning, roadmap prioritization, customer experience strategy, and go-to-market alignment while helping teams navigate ambiguity and reduce product risk
- Productizing a proprietary human-centered innovation framework combining AI-assisted workflows, systems thinking, rapid validation, and execution-focused product strategy into scalable innovation tools and internal operational systems

Pear to Pear Design

Wellington, FL - 2018–Present

Principal | Independent Product & Experience Consulting

Independent innovation and product strategy consultancy focused on helping startups and organizations navigate digital transformation, user and customer experience, AI-assisted workflows, and product execution. Worked across SaaS, enterprise modernization, AI-native products, marketplaces, and early-stage innovation initiatives, bridging strategy, UX, systems thinking, and hands-on delivery.

- Led innovation, UX, and product strategy initiatives across enterprise modernization, AI startups, marketplaces, SaaS platforms, and customer experience transformation projects
- Supported enterprise modernization efforts including scalable component architecture, frontend UX systems, and AI-assisted workflow integration
- Led the pivot and repositioning of BundleIQ from a note-taking product into an AI-powered business intelligence platform through user research, UX strategy, MVP definition, AI-assisted workflows, and product repositioning
- Partnered with founders, executives, and product teams to define product direction, validate opportunities, and align business goals with customer experience
- Facilitated discovery workshops, design sprints, validation initiatives, and cross-functional product definition sessions
- Built scalable information architecture, taxonomy systems, design systems, and frontend UX foundations supporting long-term growth
- Early adopter of GPT-assisted product workflows and AI-enhanced delivery systems integrated into real-world product execution since 2020

Nova Southeastern University (NSU)

Davie, FL - 2023–2024

Lead Product Designer | SharkLink Portal

Led product strategy and experience transformation of NSU's primary digital portal — the daily touchpoint for 30,000+ active students annually, plus a continuously growing alumni base accumulated over the previous 7-year platform lifecycle.

- Reframed the initiative from a technical migration into a human-centered product and customer experience evolution defining the next decade of NSU's student digital experience
- Achieved 95–97% user satisfaction through iterative validation, usability testing, research, and continuous delivery improvements
- Facilitated alignment between stakeholders, engineering, QA, content, and leadership teams around a new “Students First” product vision
- Introduced Dual-Track workflows connecting product discovery, validation, and implementation
- Built modular component systems improving scalability, implementation speed, accessibility, and collaboration between UX and engineering
- Collaborated with AI teams to integrate assistant-driven experiences into the dashboard ecosystem
- Developed centralized documentation systems inside Azure DevOps supporting operational clarity, accessibility standards, product logic, and delivery coordination

Sack Lunch Agency

Delray Beach, FL 2021–2022

Senior Digital Strategy & Lead UX/CX Designer

Led digital transformation, design systems, and human-centered product engagements across healthcare, wellness, nonprofit, and consumer-facing brands — while building the agency's strategy-driven HCD digital team from the ground up.

- Led the Sonic Healthcare USA rebrand (formerly Aurora, a recently acquired division), establishing the new design system, master templates, and component foundations adopted across the organization
- Delivered 37 websites under the new design system, ensuring consistency, scalability, and accelerated time-to-market across the rebranded portfolio
- Built and led a strategy-driven, human-centered digital team from the ground up — defining discovery processes, mentorship, tooling, creative direction, and client onboarding workflows that became the agency's new operating model
- Directed the launch of Halo 42 from concept to market, leading product definition, e-commerce experience, packaging, and digital execution
- Led Hate Ends Now, a service-design and storytelling initiative for a nonprofit Holocaust awareness exhibit — born from a focused design sprint that generated \$15,000 in donations during the first weekend post-launch, validating the team's HCD process as a revenue-generating methodology
- Helped organizations evolve UX and customer experience into strategic drivers of product, marketing, and digital transformation
- Worked directly with executive stakeholders to align brand, customer experience, and digital strategy with organizational goals

Polo Channel Group

Wellington, FL - 2014–2018

Head of Product & Experience | Founding Team Member · Exited 2018

Multi-brand sports media and digital ecosystem combining streaming platforms, live production, experiential events, sponsorships, and international audience development across six countries.

The Polo Channel**Global streaming platform & digital product**

- Director of product, Strategy, UX, and platform direction for the first global video-on-demand platform dedicated to polo
- Built and scaled a global audience connecting players, clubs, sponsors, tournaments, and high-net-worth audiences across the U.S., UK, Spain, Dubai, Norway, and Argentina
- Established strategic relationships with the United States Polo Association (USPA), U.S. Open Polo Championship, and major international tournaments
- Directed product evolution, navigation systems, content architecture, and cross-platform digital experiences alongside engineering and business teams
- Helped scale the platform into a category-defining digital destination for the sport globally

Horseplay Productions**Live production & media operations**

- Led technical and creative direction for live sports broadcasting, post-production, motion graphics, drone cinematography, and immersive media workflows
- Pioneered one of the first professional drone live broadcasts for sports in the U.S., recognized by DJI
- Coordinated multidisciplinary teams across production, post-production, media operations, sponsorships, and technical delivery
- Developed scalable international production workflows supporting tournaments and broadcasts across six countries
- Collaborated with organizations including ESPN, National Geographic, Sky Sports, NBC, and 60 Minutes

PoloFest Denver

Brand experience & live events

- Co-created and launched PoloFest Denver, combining professional polo, live music, sponsorship activation, and experiential storytelling
- Directed brand strategy, audience positioning, customer experience, and sponsor engagement
- Secured long-term sponsorship partnerships with luxury and lifestyle brands, including Veuve Clicquot, Cartier, Bentley, Ralph Lauren, and Jaeger-LeCoultre
- Helped drive sold-out attendance and multi-year sponsor commitments through experience-led positioning and strategic storytelling

CORE CAPABILITIES

Product Strategy & Roadmapping Strategy	Human-Centered Design (HCD)	Customer Experience (CX)
Stakeholder Alignment & Facilitation Architecture	AI-Enhanced Product Workflows	Cross-Functional Leadership
Design Sprints	Product Discovery & Validation	Systems Thinking & Scalable
Decision Making	Design Systems & Frontend UX Foundations	Workshop Facilitation &
Alignment	Roadmap Prioritization & Product Definition	Research & Data-Informed
Innovation Consulting	Product Operations & Documentation Systems	Business & Product
	Agile & Dual-Track Workflows	Go-to-Market Alignment
	Team Leadership & Mentorship	

EDUCATION

Master's Degree in Post-Production & VFX

Trazos School of Art, Madrid, Spain

Bachelor's Degree in Graphic Design & Multimedia

E.S.I, Madrid, Spain

Associate Degree in Photography

Juan Comenius, Valencia, Spain

CERTIFICATIONS

Aha! Product Management Professional Certification · LinkedIn Product Management: Building a Product Strategy

TOOLS & TECHNOLOGIES

Product, Strategy & Collaboration

Jira · Azure DevOps · Notion · Confluence · Miro · FigJam · Lucidchart · Slack

Design & Experience Platforms

Figma · Webflow · Adobe Creative Suite · Design Systems · Component Libraries

Frontend & Prototyping

HTML/CSS · Responsive Systems · UX Engineering Foundations · No-Code Workflows

AI-Enhanced Workflows

Prompt-Driven Systems · AI-Assisted Research · AI-Accelerated Documentation · Rapid Prototyping

LANGUAGES

English (fluent, professional) · Spanish (native)