

Nikki Escobar

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Senior Product Designer

I'm a product designer with 10+ years of experience in redesigning products, streamlining processes, and nurturing relationships to create impactful user experiences. I specialize in visual design and design strategies for B2B and SaaS. I've worked in startups and mid-to-large-sized companies like Meta and Rocket Mortgage.

Key Areas of Expertise

UX Design Deliverables: Design Strategy, Visual Design, Streamlining Processes, Strategy Alignment, Prototyping, Information Architecture, Figma Documentation, Systems Thinker, User Research

Management Deliverables: Stakeholder Liaison, Building Trust, Project Planning, Communication

Technologies: Figma, Webflow, CSS, ChatGPT, Midjourney AI, Adobe Creative Cloud, Lottie, Procreate, Miro

Work Experience

Senior Product Designer, Rocket Mortgage

August 2021 – Present

- Directed multiple teams on day-to-day meetings to deliver transformative visual enhancements while partnering with product managers and engineers
- Designed a futuristic home-buying experience for an all-company live demo; an AI chatbot that assisted stakeholders in predicting client needs and the presentation contributed to developing the company's new strategic vision and product redesigns
- Rescues failing projects through strategic definition and visual transformation, most notably, a \$33 million increase in earnings and boosted 40% conversion rates
- Streamlined workflows and reduced project timelines from a year to a few months through standardized design templates, strategy guides and documentation, which were adopted company-wide
- Collaborated with designers, content creators, product partners, and engineers to develop technical assets, products, stories, and strategies
- Ensured timely, high-quality project delivery through effective timeline management and clear product roadmaps
- Designed for internal project for bankers and loan officers to help manage loans on different platforms
- Designed for consumer-facing e-commerce flows to support users with home buying, managing loans, and making loan payments
- Mentored and coached junior associates on design strategy while implementing emotionally intelligent methods of team communication
- Nominated for Best Product Design Performance in 2023

UX Product Designer, Codazen

May 2020 – August 2021

- Researched, designed, and prototyped products with various designs for internal and external products such as Meta; Formerly Facebook Reality Labs and Facebook AI
- Liaised between the design, marketing, and key stakeholders to manage timelines and expectations for deliverables
- Lead designer for team that experimented with innovative technologies
- Created multiple augmented reality filters that combined facial recognition, 3D CAD modeling, and UX design, resulting in 200k+ impressions on Instagram

UX Design and Consulting, Various/Freelance

Jan 2014 – August 2021

- Consulted for multiple projects including AR and graphic designs, UX research methodologies, and R&D teams to develop a line for spinal bracing products and other medical devices
- Designed 3D models and rapid prototypes for user testing; consulted on iterations by creative problem solving through newer sketches, 3D printing, and rapid prototypes
- Guided stakeholders through the prototype-to-manufacturing process that pushed for go-to-market strategies

Education

Bachelor's of Science, Industrial Design

California State University, Long Beach

Awards / Certifications

- **2023 Rocket Companies Best Product Design Performance, Nominee**
Recognized for Best Design Performance in Rocket Family of Companies
- **2019 Medtronic Design Award Winner**
1st Place in Medical Design Competition
- **2019 Women's Research Colloquium Keynote Speaker**
Event highlights women in various fields: design, engineering, medicine, and philanthropy
- **2018 Cooper Hewitt Smithsonian Design Award**
Presented in New York for work displayed in Accessibility Design Exhibition
- **2018 Innovation Challenge Winner**
1st Place in Entrepreneurship Competition