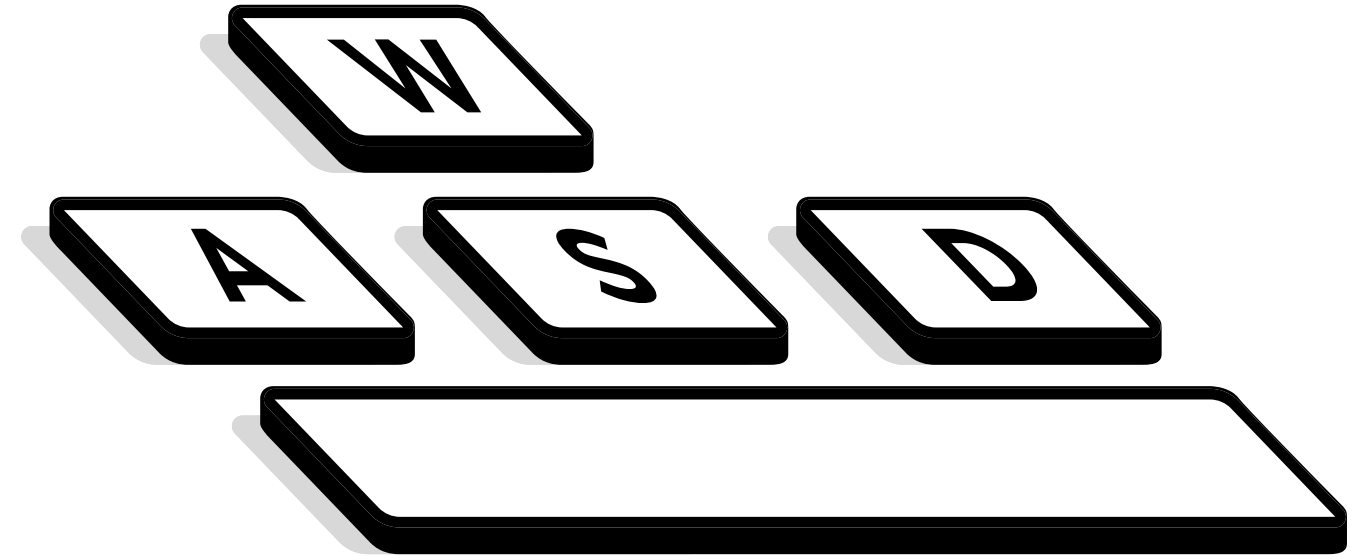




ESCO DESIGN

PRODUCT FOCUSED DESIGN

Mini Portfolio

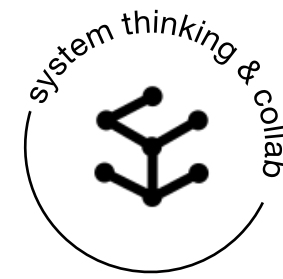




Cesar Escobar

PRODUCT DESIGNER

Orlando, FL



“UX is about service. Leading with empathy means designing from understanding.”

About Me

I am a UX and product designer with over 7+ years of experience working across enterprise, nonprofit, and regulated environments. My work focuses on reducing complexity in systems where accuracy, compliance, and cross-functional coordination are critical.

I specialize in high-risk workflows and compliance-sensitive platforms, partnering closely with engineering, operations, and leadership teams to shape roadmaps, mitigate risk, and ground decisions in real user behavior and organizational constraints.

Years of XP

- Master's In UX Design
- Associate in Graphic Design
- 7+ Years of Industry XP
- 4 Years Teaching Design
- Leader with AIGA design community
- Community Volunteer / Advocate

Skill Set

A practical skill set developed through hands-on product design, research leadership, and teaching across **regulated, nonprofit, and enterprise environments.**

CORE VALUES

“Anyone can do anything for a short amount of time”

“If it was easy everyone would do it”

“To design for a living is a privilege”

11 Industry XP

- Healthcare
- Nonprofit
- Fundraising
- Government
- Public sector
- Enterprise
- Retail
- E-commerce
- Consumer products
- Education
- Community organizations

Tools & Platforms

- Figma
- FigJam
- Adobe Creative Suite
- Webflow
- Usability testing tools

15+ Clients Served

- St. Jude Children’s Hospital (ALSAC)
- Inspire of Central Florida
- GE Aerospace
- Tetra Tech
- Marxent (3D Cloud)
- Robern
- Creative Fuse
- Ashley Furniture Industries
- Kingfisher (UK)
- Macy’s
- Full Sail University

Languages

- English
- Spanish

30+ Classes Taught

- Business and Ethics of UX Design
- Business and Ethics of Graphic Design
- Branding
- Web I
- Web Design II Elective
- Web Design III
- UX Design Fundamentals I
- UX Design Fundamentals II
- Portfolio - Web Elective
- App Exploration





Achievements

COMMUNITY ORGANIZER & DESIGN ADVOCATE

AIGA Orlando · StickNSlap Sticker Show

Led and supported community-driven design events, including workshops, exhibitions, and markets. Created inclusive spaces for designers and artists to share work, build networks, and engage with the local creative community.

(DOUX) DOWNTOWN UX SPEAKER

Orlando, FL

Spoke to emerging and mid-level designers about career growth, enterprise UX, and navigating complex product environments. Shared practical guidance rooted in professional experience rather than abstract theory.

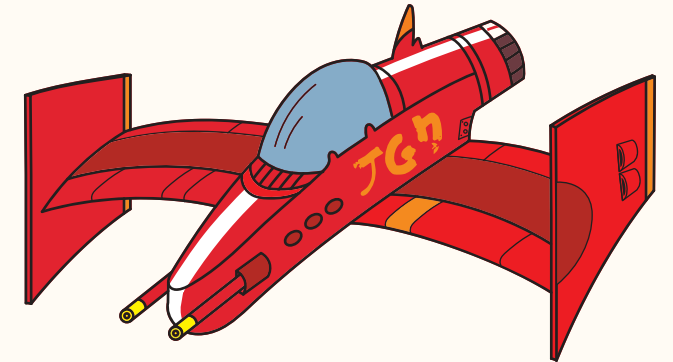
CURRICULUM ADVISORY COMMITTEE MEMBER

Full Sail University

Served on the curriculum advisory committee, collaborating with faculty and industry professionals to review and inform UX and design coursework. Provided feedback grounded in real-world product practice to help align curriculum with current industry expectations, workflows, and emerging skill needs.

Featured Artist

StickNSlap Sticker Show · 2025



Official Sticker Illustrator

Lucky Cat Mini Mart · 2025

T-Shaped Skills

MY DEPTH

Where experience meets execution.



Methods

- Design thinking facilitation
- Agile & iterative workflows
- U.C. design processes
- Heuristic evaluation
- Usability testing

Operations

- Product strategy alignment
- Stakeholder collaboration
- Scope definition
- User needs vs constraints
- Outcome-driven decisions

Design Craft

- Product and UX design
- Service design thinking
- Complex systems
- Accessibility-first design
- Design sys contribution
- Design systems
- Component libraries
- Pattern reuse
- Documentation
- Consistency at scale
- Problem framing
- Research strategy
- Insight synthesis
- Validation
- Iteration
- Interaction design
- Visual design
- Illustration
- Creative exploration
- Storytelling with visuals

Industry & Tech

- Enterprise SaaS
- Healthcare / nonprofit sys
- Gov and public-sector
- Data-informed interfaces
- Compliance-driven environ.

Edu. & Consulting

- Curriculum/UX support
- Mentorship and coaching
- Workshop facilitation
- Community leadership
- Client/stakeholder advising

Clients and Partners





Med Alert

MEDICAL DATABASE

April - May 2025

Background:

Med Alert is an emergency medical response system designed to support caregivers managing high-risk, nonverbal care environments where speed, accuracy, and clarity are critical for all users.

Skills

User Research · Accessibility · Product Design · Systems Thinking

Accessibility-first · Research-driven · High-risk systems · Nonverbal care

Improving Emergency Medical Response

My Role

- Product Designer
- Research Lead
- Interactions & System Designer

PROBLEM STATEMENT

Caretakers **face delays in retrieving medical information**, and outdated records create additional risks. No digital system is in place to streamline this process.

MY APPROACH

Research and Validation

- Conducted interviews with caregivers and administrators
- Mapped emergency workflows and role breakdowns
- Identified cognitive overload points during high-stress scenarios

Design Strategy

- Prioritized clarity over completeness
- Designed for speed, offline access, and accessibility
- Structured role-based interactions to reduce decision fatigue

SOLUTION

Emergency-First System Design

- Mobile-first interface for rapid access to critical medical data
- Centralized allergies, medications, diagnoses, and contacts
- Role-based workflows to clarify responsibilities in real time
- Integrated incident reporting to reduce post-event documentation burden

IMPACT

Measured Impact

- Emergency activation completed in under **8 seconds**
- Critical medical information accessed in under **20 seconds**
- Incident reports perceived as completable within **15 minutes**
- **Increased confidence** in role clarity and task ownership

Results

08_{sec} **60** → **15**_{min} **6** → **3**
Code Activation Report Completion Step Reduction

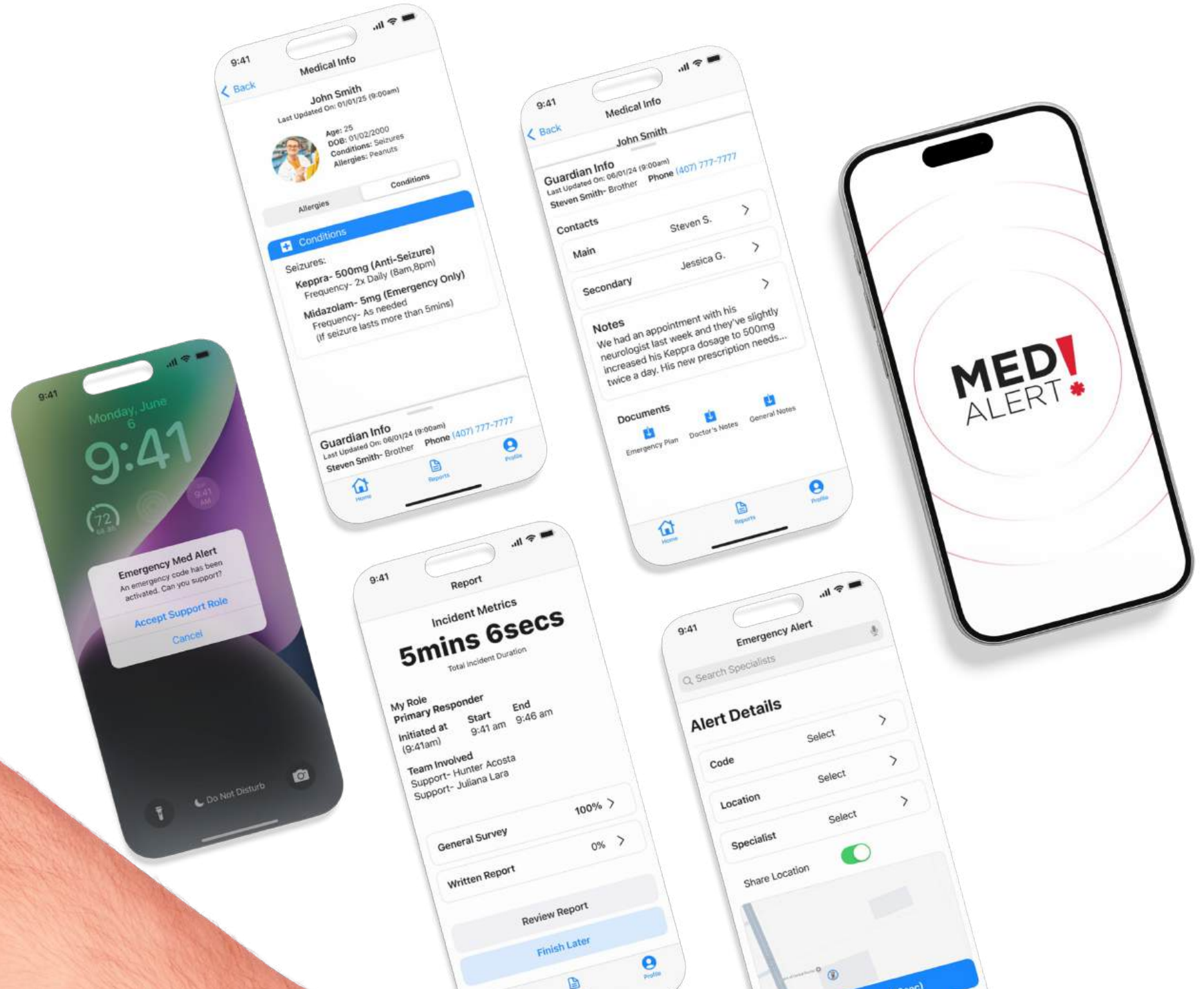
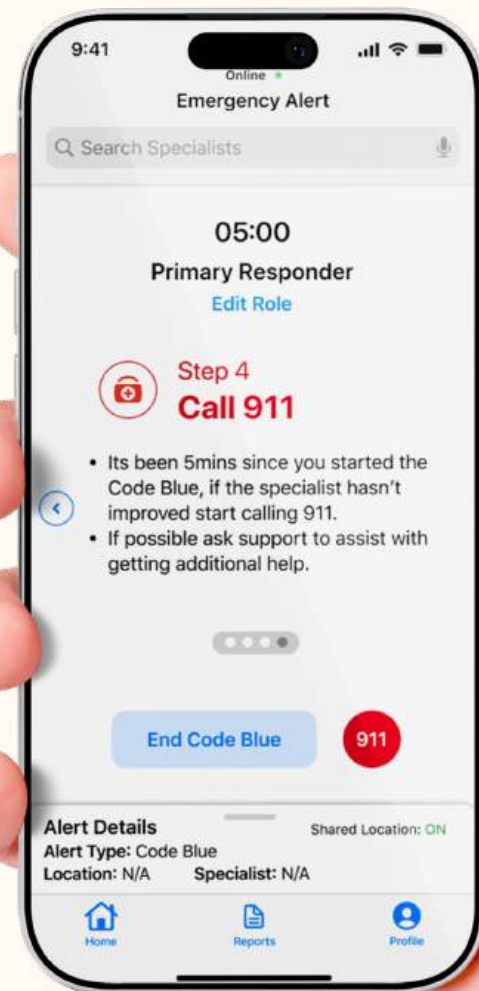
“Every second counts.”

“Having everything in one place made things feel more manageable. It removed a lot of uncertainty during high-stress moments.”

“It helped us focus on the person instead of scrambling for information.”

Quote from a user...

“It helped knowing **exactly** what I was responsible for instead of **trying to do everything at once.**”





St.Jude (ALSAC)

TICKET PLATFORM

Jan 2020 - Dec 2021

Background:

The St. Jude Dream Home Giveaway is a nationwide fundraising program supporting St. Jude Children's Research Hospital. The digital ticketing and reporting system supports high-volume ticket sales, operational tracking, and compliance requirements across multiple regional markets within the US.

Skills

Enterprise UX · Product Design ·
Research & Validation · Data-
Driven Design

02

Portfolio

Enterprise UX · Fundraising systems · Data integrity · Operational scale

Updating Ticketing & Reporting for Fundraising

My Role

- Product Designer
- UX Lead
- Research & Validation

PROBLEM STATEMENT

The ticketing and reporting systems were fragmented, difficult to navigate, and inconsistent across regions. **Internal teams faced delays accessing accurate sales** and reporting data, relied heavily on manual workarounds, and had limited visibility into performance metrics.

MY APPROACH

Research & Discovery

- Partnered with operations, marketing, and regional teams
- Conducted end-to-end workflow mapping across ticket sales, reporting, audits, and fulfillment
- Identified breakdowns in data accuracy, visibility, and role clarity

Product & UX Strategy

- Prioritized data clarity and task efficiency over feature expansion
- Designed for high-volume, time-sensitive workflows
- Balanced usability with compliance, auditability, and internal controls

SOLUTION

Ticketing & Reporting Experience Redesign

- Redesigned ticket purchase and internal management flows
- Simplified reporting dashboards for faster insight retrieval
- Standardized interaction patterns across regions and teams

Data & Governance Improvements

- Clearer ownership of data inputs and outputs
- Reduced reliance on manual reconciliation
- Enabled audits directly within the platform

Quote from a user...

“The system finally matched how we actually work. It made **reporting clearer** and decision-making faster.”

IMPACT

Operational Measurable Gains

- **Reduced** complex audit time by **75%** (8 hours → 2–3 hours)
- **Saved 5–6 hours per audit**, enabling same-day completion
- **Reduced** declined credit card transactions **by over 90%**
- **Eliminated** manual sell-out monitoring, including after-hours and weekend oversight
- **Reduced** duplicate transactions and data-entry errors through real-time validation

Results

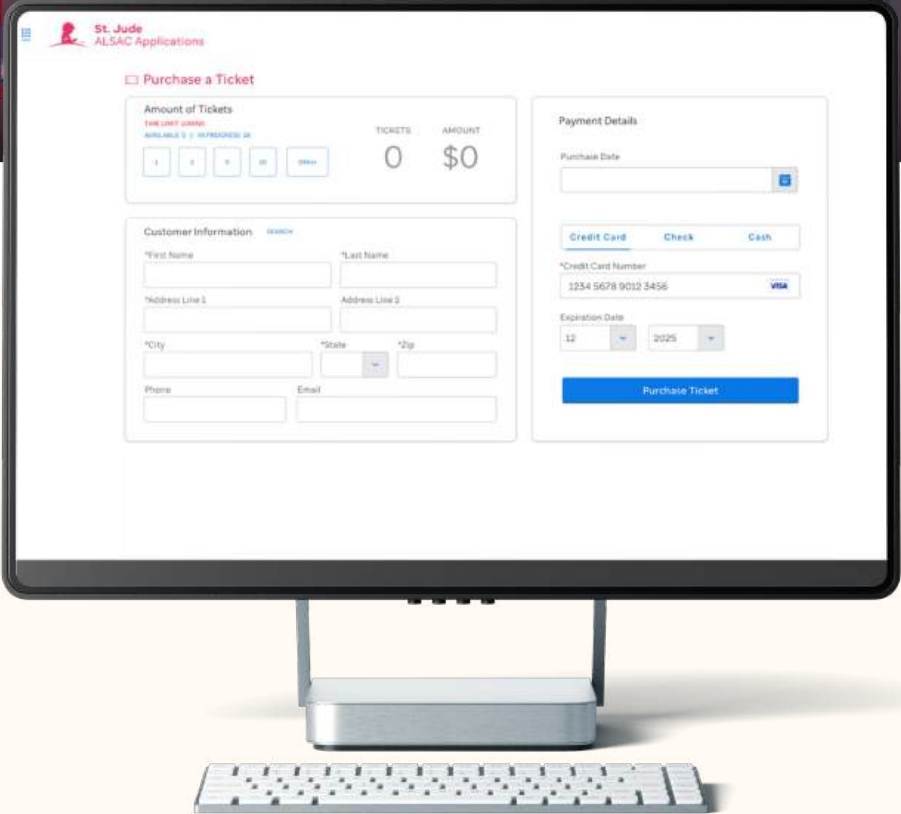
75% ↑
faster audit times

25K+ tickets
sold in <90 mins

90% ↓
fewer payment errors

Supporting Metrics

- **Enabled expansion into new markets, including Phoenix (10,000 tickets sold in 28 hours)**
- **Reduced launch-day preparation and crisis management overhead**
- **Faster onboarding with little to no retraining required**



Enterprise Dream Campaign

Database: edprod / ecodac Database: edprod / ecodac

Home Purchase Points Campaign Admin Data Help Logout

Current TOTAL Ticket Sales: 7000
Open Comments: 0
Total Tickets Rejected (due to Rejected CC): 0

Current Sales by Channel/Source:

Source	Other (1333)	Web (1333)	Call Ctr (3)
Bonus Prize Master	1	0000	
CCC	807		
Initial Mail Piece	1045		
Mac	38		
Solution	43		
Total Sold	1935	0000	0
Total Available	0	1	0
Total Tickets Rejected			
Total Ordered Tickets	32	1	

Click here to see definitions.
Click here to display graphs.
Edit 202501210157 event properties

Old Design

Enterprise Dream Campaign

Database: edprod / ecodac Database: edprod / ecodac

Home Purchase Points Campaign Admin Data Help Logout

Purchase Date: 12/1 Ticket Source: Receipt Number: 1234567890

Title: First Name: Initial Last Name: Suffix: 1234567890

Street #: Street Name: Apt #: Extra Address Line: 1234567890

Zip Code: City: Add: State: Area Code Phone Number Cell A/C Cell Number: 1234567890

Email Address: Deposit ID: 1234567890

Payment Type: Credit/Debit Card Number: Exp Date Check Number: 1234567890

Tickets Per Email: 5 5 ticket attachments max per email

Notes: 1234567890

Purchase Reset * Blue denotes a required field

St. Jude Children's Hospital
ALSAC • Danny Thomas, Founder

St. Jude Application Name

Welcome to your raffle 2021

Ticket Inventory

0/30
0%
30 days left

Individual Progress

Online Sales: 0 Allocated | 0
Phone: 0 Allocated | 0
Mail: 0 Allocated | 0

Story Points: 8

Description

In order to avoid legal penalties and "brand damage" the system should provide a mechanism for protecting events from overselling.

Scenario: Event is sold out

Given 1 ticket left in the total inventory for event <1234>
When call center agent <john> starts the purchasing process for donor <joe smith> at 12:30pm EST
And call center agent <jane> starts the purchasing process for donor <jane smith> at 12:31pm EST
And select quantity as '1' for call center agent <john>
And select quantity as '1' for call center agent <jane>
Then <jane> will receive a notification that the event is "sold out"
And <john> will be able to continue the purchasing process

Scenario: Event is NOT sold out

Given 2 tickets left in the total inventory for event <1234>
When call center agent <john> starts the purchasing process for 1 ticket for donor <joe smith> at 12:30pm EST
And call center agent <jane> starts the purchasing process for 1 ticket for donor <jane smith> at 12:31pm EST
Then <john> will be able to complete the purchase
And <jane> will be able to complete the purchase

Scenario: Event does not have enough ticket to accommodate purchase

Given 2 tickets left in the total inventory for event <1234>
When call center agent <john> starts the purchasing process for 1 ticket for donor <joe smith> at 12:30pm EST

New Design



Robern Vanities

PRODUCT VISUALIZER

Jan - March 2019

Background:

Robern is a premium manufacturer of bathroom cabinetry and accessories. The product visualizer was designed to help customers and sales teams explore configurations, finishes, and dimensions with confidence before purchase, supporting both direct-to-consumer and retail-assisted sales.

Skills

Product Visualization · Enterprise UX
· Research Synthesis · Interaction Design · Systems Thinking

03

Portfolio

Enterprise UX · Interaction Design · Research Synthesis · Design Systems · Product Configuration

Scaling a Product Configuration System

My Role

- UX Designer
- Research Lead

PROBLEM STATEMENT

Customers and sales teams **struggled to confidently configure Robern products** using static catalogs and fragmented tools. Product options were complex, visual context was limited, and errors often surfaced late in the buying process, increasing friction, uncertainty, and rework.

MY APPROACH

Research and Validation

- Reviewed behavioral patterns from similar builder and planner tools
- Identified key decision points where users hesitated, backtracked, or abandoned configurations

Design Strategy

- Prioritized clarity and constraint awareness over unlimited flexibility
- Designed inter. patterns that guide users toward valid configurations
- Ensured the visualizer aligned with enterprise design systems and shared components

SOLUTION

Guided Product Visualization

- Designed a configurable product experience tailored to Robern’s catalog and rules
- Reduced cognitive load by progressively revealing options instead of presenting everything at once

Updating Legacy App

- Aligned Robern-specific UX with the broader product visualizer platform

IMPACT

Experience & Efficiency Gains

- **Clearer product understanding** earlier in the buying journey
- **Fewer** invalid or incompatible configurations
- **Increased confidence** for both customers and sales associates
- **Reduced** need for downstream clarification and rework

Results

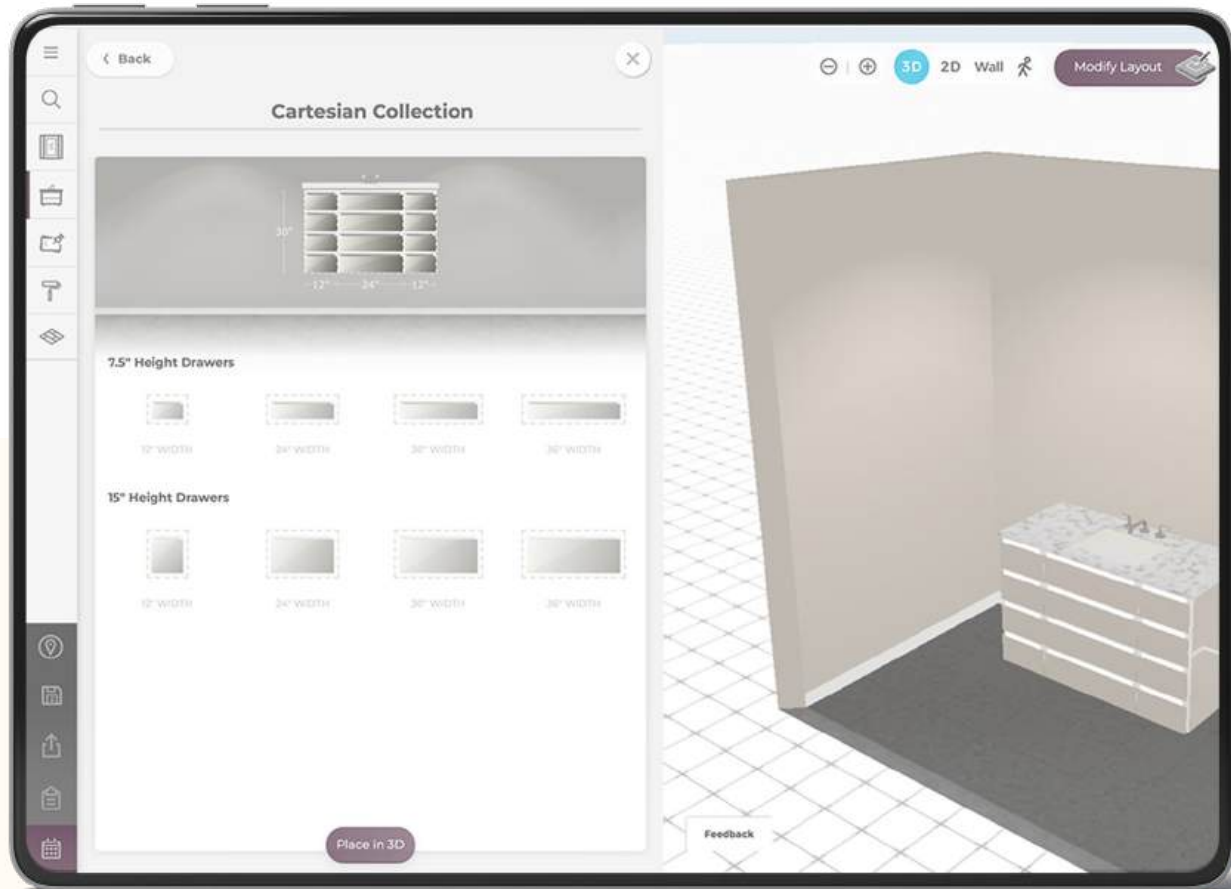
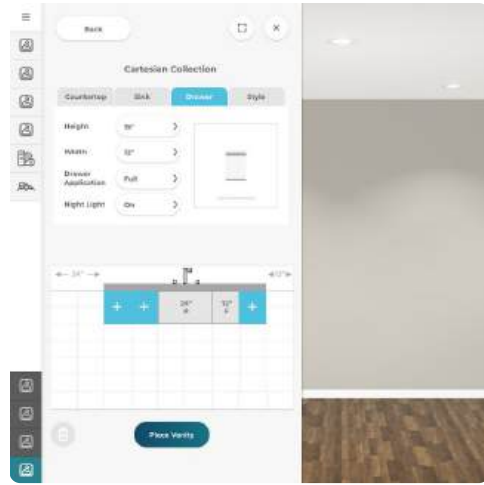
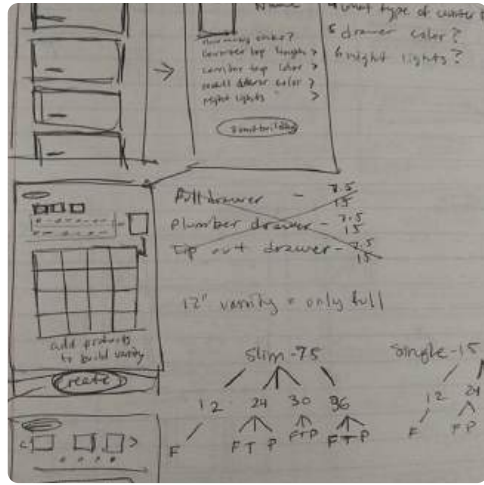
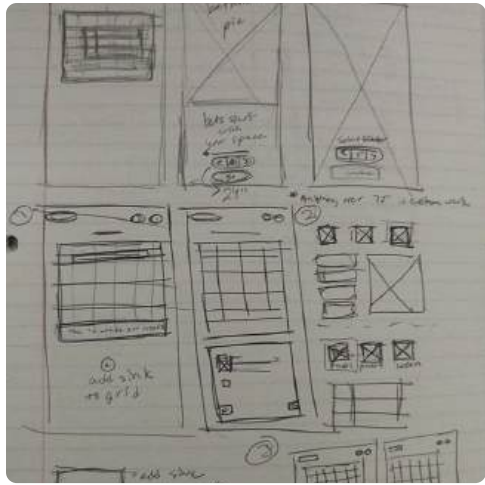
Well-designed configurators do more than visualize products. They reduce uncertainty, guide correct decisions, and support scale across complex catalogs.

Supporting Metrics

- **Improved configuration completion rates**
- **Reduced backtracking during product setup**
- **Faster time-to-decision for guided product selection**

Quote from a user...

“All I have to worry about is how much space I need and then **I just get to drag and drop what I like.**”





Inspire of CF

BRAND REDESIGN

Jan 2024 - Present

Background:

Inspire of Central Florida is a nonprofit supporting adults with intellectual and developmental disabilities through employment training, life enrichment, and community programs. Their existing digital presence did not reflect the scope, impact, or values of their work and made it difficult for families, donors, and partners to understand how to engage.

Skills

Product Strategy · Brand Design · Accessibility · Nonprofit Systems · Stakeholder Collaboration

Building a Scalable Nonprofit Brand

My Role

- Lead Product & Brand Designer
- Product Strategist
- Fundraising Support

PROBLEM STATEMENT

Inspire’s **existing website and brand lacked clarity, accessibility, and the credibility** needed to support growth. At the same time, the organization **needed to stabilize and expand fundraising efforts** during a leadership transition, without relying solely on past donor relationships.

MY APPROACH

Design & Discovery

- Audited the website, content structure, and accessibility gaps
- Supported leadership to clarify goals for families, donors, and partners
- Reframed the digital presence to emphasize clarity, trust, and impact

Fundraising Enablement

- Supported early-year goal-setting conversations
- Identified methods to reach new supporters as legacy donors shifted
- Designed a dedicated fundraising subpage to support campaigns and storytelling

SOLUTION

Website & Brand System

- Redesigned Inspire’s website with clear navigation and structure
- Created a cohesive visual identity aligned with Inspire’s mission
- Implemented accessibility-first design decisions across content
- Built flexible templates to support ongoing updates and fundraising initiatives

IMPACT

More Than A Website

- The redesigned website and brand system contributed to **stronger clarity and credibility** across Inspire’s digital presence. As part of a broader organizational effort, this **work helped contribute to a 43% increase in donations** for 2025 and supported year-over-year fundraising growth.
- The new digital foundation also enabled **clearer donor and family engagement**, supporting outreach to new supporters during a period of organizational transition.

Results

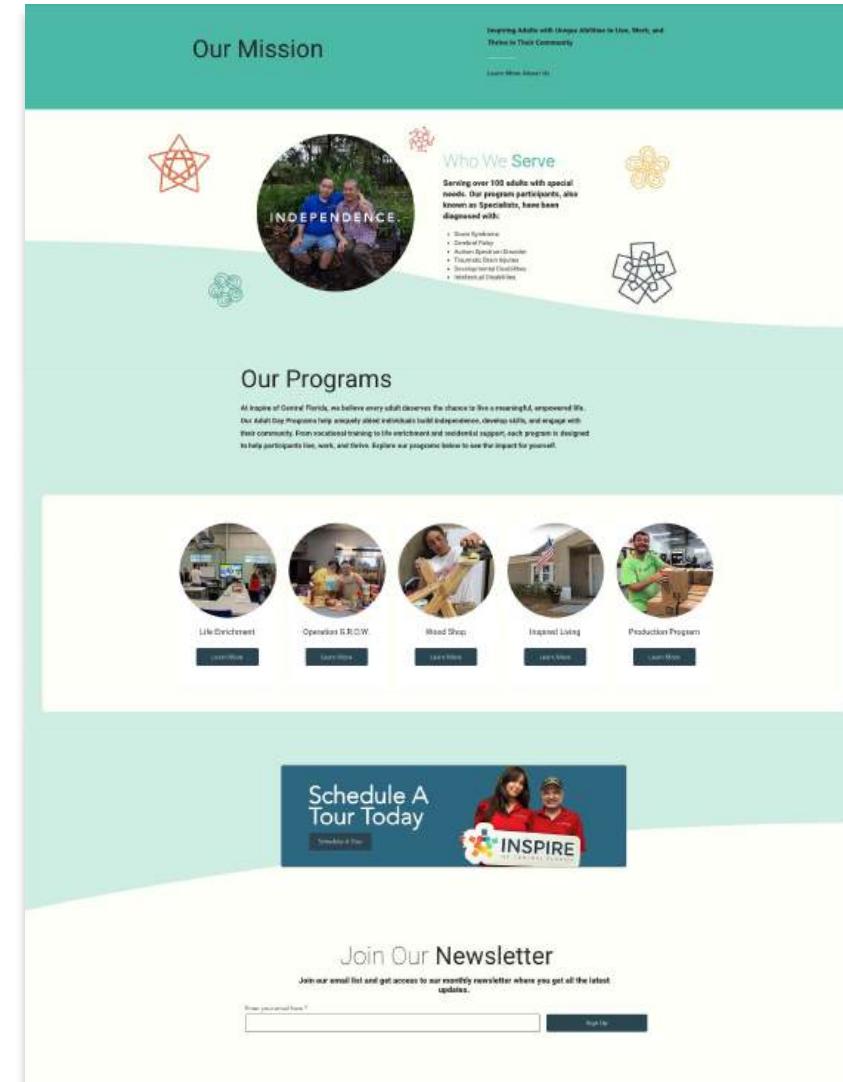
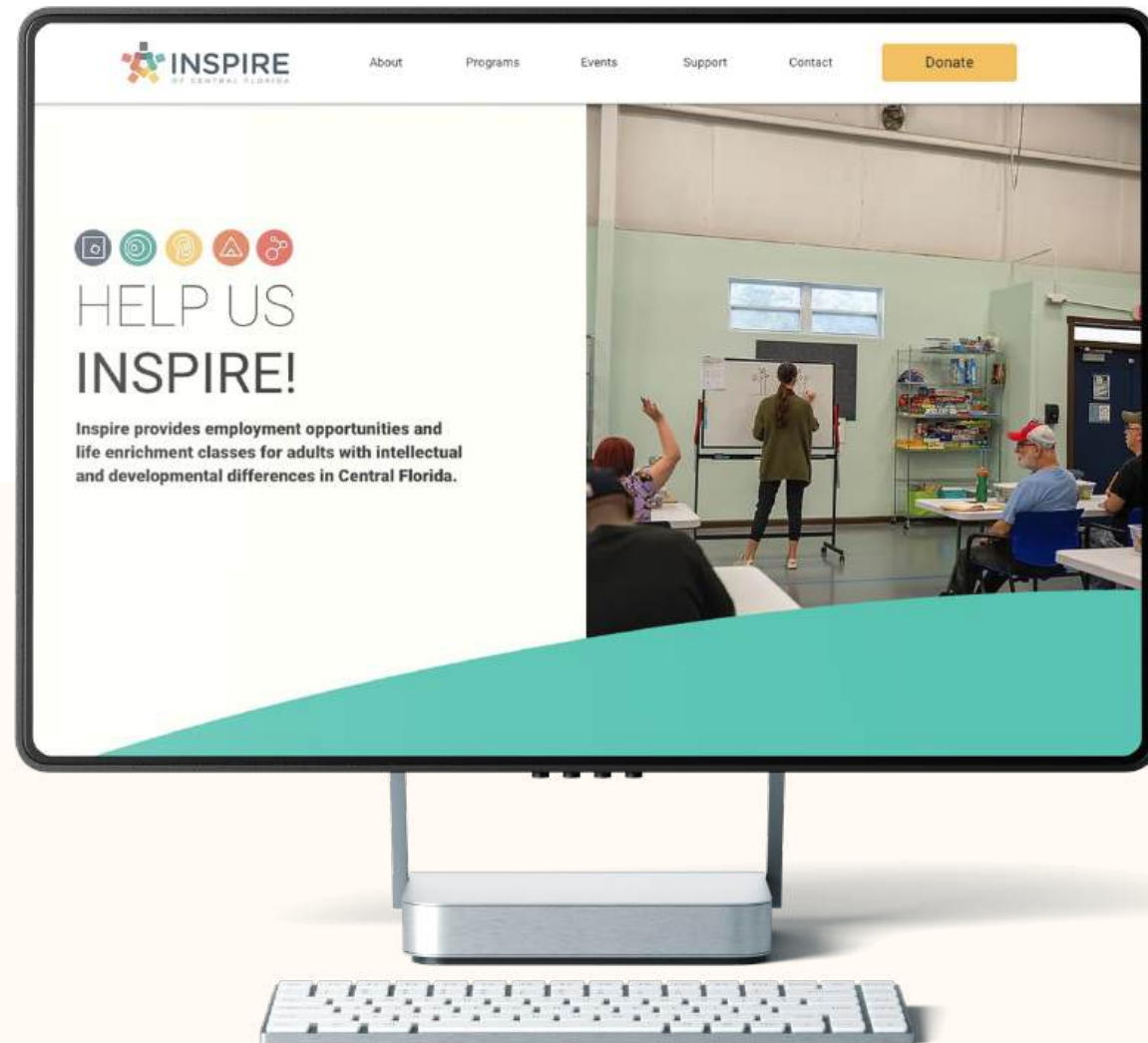
43% ↑ Gross Profit YoY **\$87,948** Total Gross Fundraising **18% ↑** Event Attendance

Supporting Metrics

- **Highest gross fundraising year in program history**
- **Live auction revenue more than doubled**
- **Attendance increased despite leadership transition**

Quote from the client...

“Cesar truly **brought Inspire’s vision to life**. From designing our new website to creating our visual identity, his work perfectly captures the heart of our mission and how we connect with our community.”





AIGA Orlando

WORKSHOP SERIES

2023-2024

Background:

I led and facilitated a series of in-person design workshops for members of the local creative community. The workshops covered topics including design thinking, presentation skills, brand strategy, and creative workflow, and were designed to support designers at different career stages through shared learning and discussion.

Skills

Workshop Facilitation · Creative Strategy · Communication · Community Leadership

05
Portfolio

Design Leadership · Workshop Facilitation · Community Building · Volunteer-Led

Delivering Workshops to Creative Community

My Role

- Workshop Facilitator
- Product Designer
- AIGA Leadership

PROBLEM STATEMENT

Following the pandemic, **designers faced a gap in accessible, in-person learning** and community connection. Practical, experience-driven discussions had largely disappeared, creating a need for hands-on workshops that focused on real-world design practice.

MY APPROACH

Workshop Design

- Designed sessions around real creative challenges & scenarios
- Focused on thinking, communication, and process rather than tools
- Adapted content based on audience experience and discussion

Facilitation

- Led interactive discussions and guided exercises
- Encouraged peer learning, critique, and shared perspective
- Created an inclusive, low-barrier environment for participation

SOLUTION

In-Person Design Workshops

- Facilitated volunteer-led workshops covering design thinking, presentation skills, brand strategy, and creative workflow
- Connected professional experience to practical, real-world examples
- Prioritized conversation, reflection, and shared learning

IMPACT

Learning & Engagement

- Post-workshop survey feedback and follow-ups showed the workshops **addressed a gap in in-person learning after pandemic restrictions**. Attendees responded positively to the focus on design thinking, communication, and creative process rather than software instruction.
- **Participants reported increased confidence** in their creative approach and valued the opportunity to reconnect through in-person events. As a volunteer-led effort, the series helped rebuild learning and community within the local design ecosystem.

Results

4
Workshops

80+
Attendees

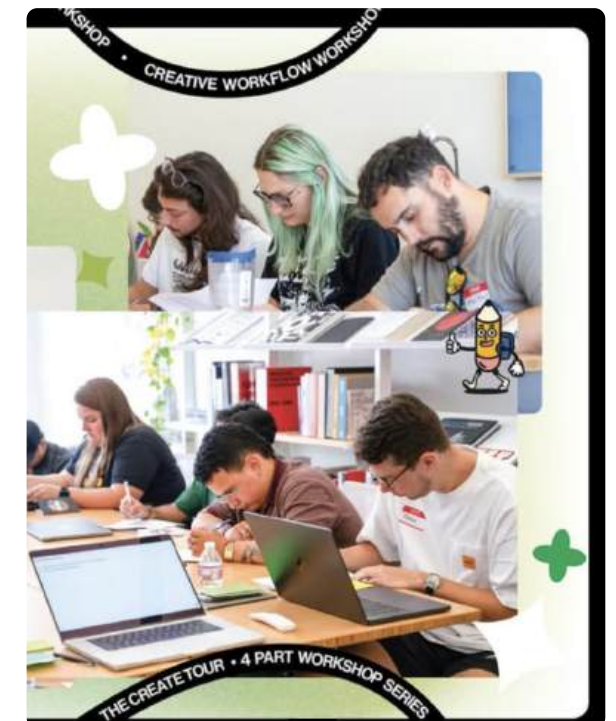
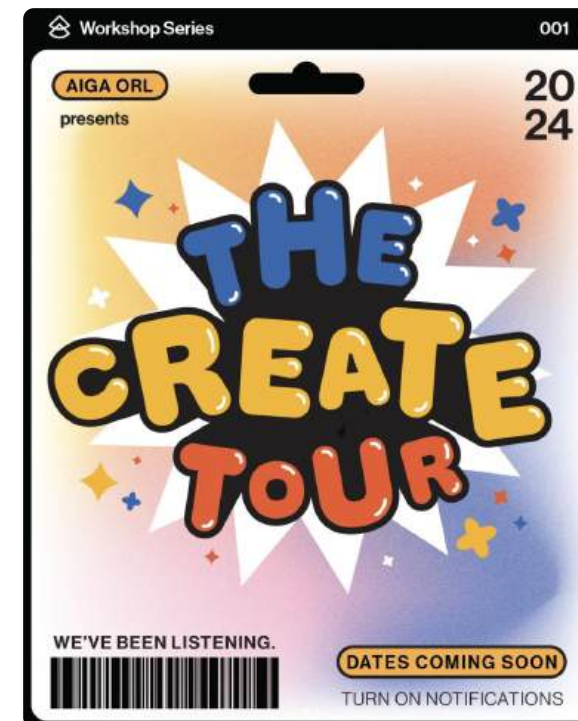
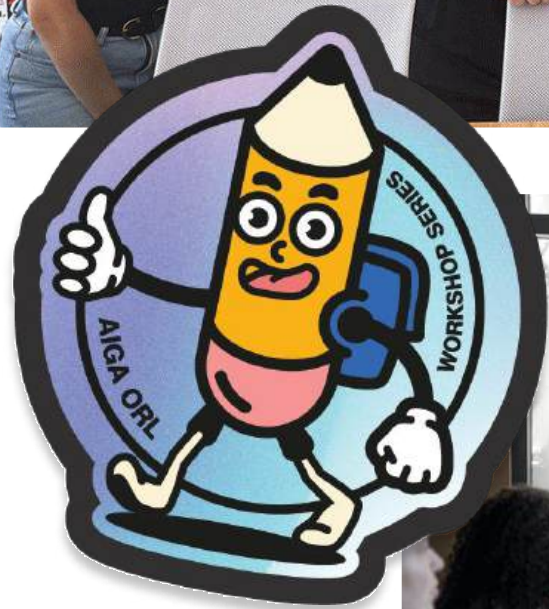
Multiple
Disciplines

“The workshop was great. I hate 2 hrs flies by”

“I really liked the group style of the workshop.”

Quote from an attendee...

“Great workshop, amazing speakers, and very engaging! Thank you!!!”



The Modern

INSTRUC. DESIGN

Nov - Dec 2025

Background:

This project centers on the design and delivery of an 8-week asynchronous course built around SkillSwap, a conceptual peer-to-peer learning platform for the Dayton community. Student teams designed the SkillSwap product while navigating business constraints, Agile workflows, and ethical considerations.

Skills

Instructional Design · Course Design
· Ethical Design · Agile Methodology
· Design Leadership

06

Portfolio

Establishing Business within UX Practice

My Role

- Course Designer
- Instructor

PROBLEM STATEMENT

UX education often **separates design practice from business constraints** and ethical responsibility. This course explored how a sustained, project-based experience could make those tradeoffs explicit by embedding business and ethics directly into the design process.

MY APPROACH

Course Structure

- Designed an 8-week asynchronous learning experience
- Structured assignments around real UX deliverables
- Anchored discussion on business value, feasibility, and ethics

Applied Learning

- Guided students through Agile workflows
- Integrated business concepts such as value proposition and conceptual budgeting

SOLUTION

SkillSwap as a Teaching System

- Defined SkillSwap as a hyperlocal, responsive web platform for peer-to-peer learning
- Required teams to design personas, user flows, wireframes, and prototypes grounded in these contexts
- Positioned ethics (trust, safety, privacy, inclusivity, accessibility) as ongoing design considerations

Quote from a student...

“Through Mr.Escobar’s teaching, **I learned how important it is to analyze a problem before designing** and to understand the reasoning behind every design decision.”

IMPACT

Emphasis on Business

- Students engage in sustained, team-based design work that **connects UX practice with business reasoning** and ethical responsibility. By working through SkillSwap’s design lifecycle, teams practiced navigating tradeoffs related to value, feasibility, inclusion, and community impact rather than treating ethics as an abstract concept.
- The course demonstrated how applied, project-centered learning can **surface the real pressures designers face** in professional environments.

Results

20+

Assignments Made

16 →

8

week

Course Reduction

AI Involvement

- Introduced AI as a decision-support tool rather than an authority in community-driven exchanges
- Although the course is team-based, students may use AI where appropriate to support retrospectives, analysis, and reflection.