

Estevan Acevedo | Product Designer

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Relevant Experience

Product Designer | SRAM | Colorado Springs, CO 2023 – Present

- Shipped high-impact features across SRAM AXS and RockShox, shaping rider-facing experiences on iOS, Android, and web
- Rebuilt Trailhead across mobile and desktop, supporting 100K+ new user accounts, reducing setup-related tickets, and increasing app store ratings by 2 stars
- Designed core UX for Flight Attendant, making automatic suspension intuitive through real-time feedback and mode customization
- Defined interaction patterns for e-MTB HMI systems, aligning embedded displays and app controls across electric bike platforms
- Ran inclusive usability studies across three product surfaces, improving accessibility and rider confidence
- Helped shape internal rituals, sprint flow, and documentation to improve velocity and cross-functional alignment
- Led internal design education and critique sessions, fostering clarity and craft across the team

Support Engineer | Paradox | Remote 2021-2022

- Collaborated cross-functionally to debug, document, and support new platform features
- Authored clear internal product docs and mentored junior engineers
- Built a lightweight mentorship program that boosted KPI achievement for new hires

Solutions Engineer | Vev | Remote 2020-2021

- Built reusable UI components in React and Firebase for a collaborative design tool
- Resolved deployment and front-end issues for enterprise clients using Netlify
- Provided async support via Slack to unblock enterprise client teams and reduce ticket resolution time
- Resolved Netlify deployment issues for enterprise clients to optimize their websites

Client Success Specialist | Indeed | New York, NY 2019-2020

- Troubleshoot and provided clients and sales teams with technical and product support to reduce client churn
- Coached junior team members, improving onboarding and knowledge sharing

About Me

I'm a Product Designer with a foundation in software engineering and client strategy, focused on visual clarity, accessibility, and ethical design. I help cross-functional teams turn complex problems into simple, human-centered solutions. My strength lies in bridging research, product, and engineering to shape experiences that are both functional and emotionally resonant. I design with curiosity and compassion, and I'm comfortable leading projects from discovery through launch.

Research

Usability testing, user interviews, surveys, affinity mapping, persona validation, heuristic reviews, card sorting, competitive analysis, insight synthesis.

Design Skills

Interaction design, prototyping, inclusive and accessible UX, ethical design, data visualization, IA, gamification, UX writing, agile product teams, scalable design systems.

Tools

Figma, Dovetail, Adobe Suite, HTML, CSS, JavaScript, React, Tailwind, Jira, Maze, Optimal Sort

Education

General Assembly | Remote
UX Design Immersive

Shift Nudge | Remote
Interface Design Course

University of Arizona
B.S Molecular & Cellular Biology
B.A Philosophy