

# Estevan Acevedo | Product Designer

 Colorado Springs, CO |  (480) 735 4197 |  estevanacevedo@gmail.com  
 estevanacevedo.com |  linkedin.com/in/estevan-acevedo

## Selected Highlights

- Shaped system UX for SRAM Flight Attendant across hardware and app surfaces
- Fully redesigned RockShox Trailhead, contributing to 100,000+ new user accounts, a measurable drop in support tickets, and a 2 star improvement in the app store
- Led inclusive usability studies across 3 product surfaces, improving accessibility and product confidence
- Partnered with firmware and PMs to define intuitive UX for e-MTB HMI redesigns across SRAM's electric platform
- Facilitated design critiques and mentorship sessions, scaling design team capability

## Relevant Experience

### Product Designer | SRAM | Colorado Springs, CO 2022 – Present

- RockShox Trailhead: Led redesign of mobile and web diagnostics platform, increasing usability and reducing troubleshooting errors. Design work supported over 100,000 new user accounts, lowered support load post-launch and a rise in app store ratings.
- SRAM AXS App: Designed high-impact flows for drivetrain and suspension features, balancing configurability and simplicity. Iterative improvements contributed to improved user retention
- Flight Attendant: Defined core UX behaviors, interaction logic, and interface models for SRAM's automatic suspension platform. Collaborated across firmware, PM, and ID to align system feedback with rider expectations.
- E-MTB Platform: Bridged app and bike frame embedded HMI UX across SRAM's e-MTB ecosystem. Improved system coherence and ensured feedback parity across input surfaces.
- Championed inclusive research and testing cycles with diverse riders
- Ran cross-functional sprints and established documentation practices across hybrid teams
- Led internal design education and critiques, fostering clarity and craft across the team

### Support Engineer | Paradox | Remote 2021 – 2022

- Resolved platform issues in collaboration with PMs and engineers across analytics and automation tools
- Wrote documentation to improve team velocity and reduce handoff ambiguity
- Designed and launched mentorship model for junior engineers, improving KPI performance

### Solutions Engineer | Vev | Remote 2020 – 2021

- Built reusable UI components in React and Firebase for a collaborative design tool
- Provided async support via Slack to unblock enterprise client teams and reduce ticket resolution time
- Solved Netlify deployment issues for high-traffic clients, boosting uptime and deployment speed

### Client Success Specialist | Indeed | New York, NY 2019 – 2020

- Troubleshoot ATS integrations and advertising tools for large clients
- Mentored new hires, reducing onboarding time and improving internal documentation

## About Me

Product designer with a foundation in engineering and client success. I specialize in intuitive, systems-level experiences that bridge hardware and software. My design process is rooted in inclusivity, feasibility, and empathy. I aim to remove friction, elevate clarity, and create tools that feel both powerful and invisible.

## Design Philosophy

I believe in research led design grounded in real world constraints. My best work emerges from early, honest collaboration between product, engineering, and users. I look for signal in behavior, map complex systems, and push toward ethical, accessible outcomes that scale.

## Design Skills

Interaction Design, Prototyping, Accessibility, Inclusive Design, Ethical Design, Data Visualization, Information Architecture, Gamification, UX Writing, Agile Collaboration, Design Systems

## Research

Usability Testing, User Interviews, Surveys, Affinity Mapping, Personas, Heuristic Evaluation, Card Sorting, Competitive Analysis

## Tools

Figma, Dovetail, Adobe Suite, HTML, CSS, JavaScript, React, Tailwind, Jira, Trello, 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