

Carolina Escobar

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📍 Delray Beach, FL

Profile

Design Engineer with 25 years of experience building and shipping complex digital products, blending deep software engineering expertise with UX and product design leadership. Leads end-to-end product development from problem framing through production, aligning design systems with scalable front-end architecture. Integrates AI workflows and data-driven research to deliver high-quality, production-ready systems. Known for simplifying technically constrained problems into intuitive, accessible experiences that balance user needs, business goals, and engineering realities.

Work Experience

UX Designer - Viant

Jan 2023 - Present

- Led multiple complex, technically constrained initiatives from concept through launch with minimal direction.
- Owned end-to-end design for CPA (Cost per Category Events), using SQL and WalkMe analytics to inform product strategy and engineering tradeoffs. Translated backend constraints into a streamlined solution, enabling \$1.7M+ in performance spend within weeks of launch.
- Designed and implemented a layered design token architecture (global → semantic → component) and built a JSON-to-SCSS automation pipeline using Style Dictionary, replacing manual SCSS variable maintenance in an Angular codebase.
- Led user interviews and usability testing; analyzed product analytics to identify workflow friction usage patterns. Simplified complex flows in partnership with product, improving speed and usability.
- Introduced a time-boxed concept mocks validation process enabling PMs to test ideas with stakeholders and users prior to PRD development, improving early alignment and reducing downstream rework.
- Designed and implemented custom GPT-powered tools to streamline workflows, including automated design feedback, usability testing script generation, UI change summaries, and transcript-to-spec documentation.

Director of UI/UX - Bidtellect

Jun 2016 - Jan 2023

- Reported to the VP of Engineering as the sole designer, leading UX strategy and front-end direction for Bidtellect's DSP platform.
- Hired, mentored, and directed a team of front-end engineers while actively contributing to architecture and implementation.
- Led modernization of the front-end stack from AngularJS to Angular 8 and React, establishing scalable standards and improving maintainability across the platform.
- Defined front-end architecture patterns, development standards, and code review practices to ensure quality and consistency.
- Designed and developed major platform capabilities including reporting dashboards, visualization tools, report builder, and ad repository.
- Established a comprehensive design system and reusable component architecture to accelerate feature development and ensure cross-platform consistency.

Work Experience

Director of UI/UX - Bidtellec (continuation)

- Translated complex advertising workflows into intuitive, high-performance user experiences through research, prototyping, and usability validation.

Lead Developer - South Florida Water Management District

May 2012 - Jun 2016

- Architected and developed a responsive, widget-based data integration platform from the ground up using AngularJS, Bootstrap, and RESTful APIs, supporting enterprise users across the South Florida region.
- Introduced UI and UX best practices into engineering-led projects, defining structured user flows and wireframes for complex internal systems.
- Led evaluation and prototyping of enterprise BI reporting solutions, influencing migration from Oracle Discoverer to Jaspersoft as the region-wide reporting platform.
- Delivered enhancements and stabilized multiple mission-critical in-house applications used across the regional government network.

Senior Oracle Developer - Contractor for SFWMD

Sep 2004 - May 2012

- Designed and implemented UI and Java MVC components for a district-wide real estate transaction system built on a data warehouse architecture.
- Migrated legacy data to redesigned database models and developed enterprise reporting frameworks.
- Enhanced regulatory modules within Oracle-based systems supporting district operations.

Oracle Developer, Alfa GL (Colombia)

Jul 1998 - Aug 2004

- Designed, developed, and maintained an investment portfolio management system, a leading product in Colombia's financial market.
- Provided technical training and mentorship to junior developers.

Skills

Design Engineering Stack

React, Angular, TypeScript/JavaScript, HTML/CSS, SQL, REST APIs

Design Systems & Tooling

Figma, Style Dictionary, Design Tokens, Component Architecture

Analytics & Data

WalkMe, Pendo, SQL Analysis, BigQuery

AI & Workflow Automation

Custom GPT workflows, Prompt Engineering, Process Automation

Education

MFA in Computer Arts

Florida Atlantic University, 2009

BS in Computer Science

Universidad Javeriana, 2001

Fluent in English and Spanish