

Esteban Contreras

Product Designer • AI-Native Prototyping • Storytelling

ABOUT

Documentary Filmmaker turned Product Designer that learned to listen deeply, ask the right questions, and find the story that resonates. I became obsessed with leveraging the latest trends, design systems and generative AI tools to craft designs that are as meaningful as they are measurable.

Now I specialize in empathy-led UX strategy and product design, creating experiences that are powered by AI, but feel human and are made for users.

EXPERIENCE

C3.AI

Product Designer · Enterprise AI Software

- Agentic workflows, AI automation, and Generative AI products
- Design system patterns for AI dashboards, assistants and platform applications
- Design for Federal Government procurement flows with AI tools

DIGITAL DEALS

Lead Product Designer · Dev Startup

- Owned design for products across US and LATAM from 0→1 through iteration.
- Integrated AI-powered prototyping tools and LLM insights for brands

HAFASPOT

Product & Graphic Designer · Mobile Application

- Drove product vision and go-to-market strategy or US and LATAM markets
- Designed cross-cultural e-commerce and CMS platforms

DE FISCAL

Web Content Specialist & Digital Designer · Law Firm

- Designed and launched digital ecosystem from web presence to internal CRM tools
- Built responsive UI and user-centric platforms and brand assets

EDUCATION

B.S. Digital Media & Communications

ITESM • Minors in Film Direction, Journalism, Digital Media

Google UX Design and AI Essentials Certificates

Google / Coursera

AWS — Generative AI, Machine Learning and Saas Fundamentals

Amazon Web Services

CONTACT

PORTFOLIO

estebanivar.com

EMAIL

hello@estebanivar.com

LINKEDIN

linkedin.com/in/estebanivar

BEHANCE

behance.net/estebanivar

LOCATION

Guadalajara, MX • Willing to Relocate

CORE SKILLS

Design Tools

Figma

Framer

Paper

Adobe Suite

Affinity

Da Vinci Resolve

AI Prototyping

Claude Code

GPT Codex

Cursor

Antigravity

Figma Make

Builder.io

Google AI Studio

Core Skills

Design Systems

Storytelling

Systems Thinking

UX

Interaction Design

AI Product Design

LANGUAGES

Spanish — Native

English — Fluent