

Ariana Escobar

Lead Product Designer

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SUMMARY

Lead Product Designer with 8+ years at Salesforce designing the developer and admin experience for one of the world's largest enterprise SaaS platforms. Developer experience has been a through-line since early in my career, translating designs into production code and working directly alongside engineers long before “AI-assisted design” was a category. Specialized in carrying ambiguous, early-stage vision through long enterprise timelines into shipped product. That DX fluency shows up directly in the day-to-day: most hands-on design work now happens in code rather than Figma, using AI-assisted prototyping to iterate roughly 10x faster and produce prototypes that give engineering a far stronger starting point than static Figma designs. Co-inventor on a pending U.S. patent for a developer metadata inspection tool that shipped to production years after originating as a vision project. Has deliberately remained an individual contributor rather than moving into management, choosing to go deeper on design and platform craft instead. Bilingual (English/Spanish).

EXPERIENCE

Salesforce

Lead Product Designer | February 2021 – Present

Senior Product Designer | August 2019 – February 2021

Product Designer | July 2018 – August 2019

Remote from Madrid, Spain

Design lead within the Platform UX organization across the developer and admin experience: AI governance, application lifecycle management, developer environments, and platform-wide vision work. The initiatives below are presented chronologically; several began as early vision work and matured into shipped product years later as priorities and team structures shifted, a pattern typical of multi-year enterprise timelines.

AI Governance & Application Lifecycle Management (2026–Present)

- Co-design lead for a platform evolving from a DevOps-centric tool into a comprehensive application lifecycle management (ALM) solution covering AI governance, deployment, observability, and app management
- Designing the governance layer for Salesforce's two primary AI-assisted development paths, a pro-code and a low-code AI builder, defining policies, quality gates, and approval workflows for AI-generated code before it reaches production
- Designing the observability layer, bringing together project insights, user-level metrics, and agentic development analytics into a single dashboard
- Pitching the consolidation of app management into this platform, moving it from a fragmented setup experience toward a centralized ALM hub
- Designing cross-product workflows connecting this governance layer with environment management, AI agents, and the low-code builder's change-management tooling
- Facilitating cross-team working sessions with designers and architects to define end-to-end experiences as scope expands
- Prototyping nearly all of this work — governance workflows, the observability dashboard, and app management — directly in code rather than static Figma designs, using AI-assisted tools to iterate faster and give engineering a stronger starting point

Unified Project & Code-Change Management (2025–Present)

- Design lead for most of 2025 on an internal initiative unifying metadata tracking, AI-generated plans, requirements, and code changes into a single project management workspace
- Designed the project explorer, multi-panel layouts, and end-to-end creation flows; shipped the DX Inspector (co-invented in a prior initiative — see Platform Vision below) into production as part of this work
- Defined gating patterns for when exploratory AI-assisted work (conversational agents, auto-generated specs) becomes an official tracked project

- Initiative paused in late 2025; design foundations were carried forward in spring 2026 when the work was relaunched under new ownership, reusing much of the original information architecture and workflow design
- Remain an informed stakeholder on the relaunched initiative and periodically support the current design team on developer-experience and platform-enablement questions; day-to-day focus has since shifted to the AI Governance & ALM initiative above, which actively supports it

Developer Environments — Sandboxes & Scratch Orgs (2023–2025)

- Primary designer for the Salesforce Sandboxes experience, owning the UX roadmap across new features, bug fixes, and usability research
- Designed Data Seeding, a generative AI feature populating test environments with realistic data, from concept and user research through developer preview and pilot
- Shipped Quick Clone and Quick Create to general availability, speeding up environment provisioning for 95%+ of orgs
- Designed sandbox copy progress visibility, selective access permissions, license borrowing logic, and permission management UIs
- Led usability testing initiatives to measure and improve the sandbox experience

Platform Vision & Developer Experience (2020–2024)

- Led a strategic vision project for the Salesforce digital ecosystem's developer experience, from concept through stakeholder alignment across multiple related initiatives
- Co-invented the DX Inspector, a tool for inspecting and understanding org metadata; co-inventor on U.S. patent application US20240256271A1, "Project Bar," a unified change tracker across multiple web application properties (filed 2023, currently pending review). The tool later shipped to production in 2025 (see Unified Project & Code-Change Management above)
- Published "How We Defined the Design Principles for the Salesforce Developer Experiences" on the Salesforce Engineering Blog
- Presented at executive design councils, contributing to platform-wide design standards and reuse patterns

Cloud Application Platform — Heroku (2018–2020)

- Launched Enterprise Accounts from public beta to general availability
- Conducted the platform's first user research project, validating a major product launch and kickstarting a research culture across the team
- Pioneered the Jobs To Be Done methodology within the company; later adopted as a reference framework by organizational leaders
- Championed accessibility: created the first accessibility design proposal (contrast ratio improvement), co-founded the Accessibility Guild, and contributed to the platform's first VPAT audit
- Published "Designing for Accessibility: Contrast Ratio"
- Contributed to design system evolution and brand development

CARTO — Product Designer

December 2015 – July 2018 | Madrid, Spain

Designed and shipped Builder, an open-source location intelligence tool transforming location data into business outcomes.

- Designed core product features and optimized user workflows from concept through prototyping and implementation
- Assigned as designer to work directly with the core technology team on CARTO's platform future
- Led recurrent user research initiatives informing product direction
- Translated designs to production code (HTML, CSS, JavaScript)
- Speaker at CARTO Locations, the biggest Location Intelligence Summit
- Won **ADG Laus Gold Award in UX Design** for CARTO Builder (2017)
- Co-founded CARTO's Diversity & Inclusion committee

Hipertextual — Design Team Lead

April 2012 – December 2015 | Madrid, Spain

Led the design and development team at one of the largest Spanish-language technology media outlets.

- Creative direction across all products and client collaborations (including Telefonica)
- Grew from designer to team lead, managing designers and front-end developers
- Led the full redesign of Hipertextual's media network
- Managed client relationships and delivered brand and web design projects

SKILLS

AI & Intelligent Experiences: AI governance & guardrails design, agentic experience design, conversational/prompt-based interface design, human-AI interaction patterns

Designing with AI: AI-assisted prototyping, AI-powered code generation, AI for research synthesis, Figma AI & MCP integrations

Developer Experience (DX) Design: Developer workflow design, API and CLI experience design, environment management UX, deployment & CI/CD flow design, platform governance interfaces, developer onboarding, error messaging & troubleshooting UX

Design Craft: Product design, UX/UI design, design systems, data visualization, interaction design, information architecture, progressive disclosure, design QA

Research: User research (qualitative & quantitative), Jobs To Be Done, usability testing, design thinking, journey mapping, rapid validation with users

Tools: Claude Code, Figma, Adobe Creative Suite, UserTesting, HTML5, CSS3/Sass, JavaScript

Leadership: Design strategy, cross-functional collaboration, workshop facilitation, mentoring, stakeholder management, Agile/Scrum

EDUCATION

Master's Degree in Game Design — UTAD, Madrid, Spain (2012–2013)

Bachelor's Degree in Audiovisual Communications — Universidad Rey Juan Carlos, Madrid, Spain (2008–2012)

Degree in 2D/3D Animation — ARS Animation Studio & School, Madrid, Spain (2007–2009)

CERTIFICATIONS & TRAINING

- Salesforce Accelerate Aspiring Leader Program (2021–2022)
- The Humanity-Centered Masterclass — HmntyCntrd (2020)
- Presenting Up & Presentation Skills — PowerSpeaking (2020)
- UX Research — La Nave Nodriza (2019)
- Ethics in Design — La Nave Nodriza (2018)

RECOGNITION & COMMUNITY

- ADG Laus Gold Award in UX Design (2017)
- Featured in Latinxs Who Design
- Featured in Women Who Design
- Salesforce Accessibility Champions Program
- Salesforce Diversity, Equity, and Inclusion Council
- Published author on Salesforce Engineering Blog

LANGUAGES

Spanish — Native

English — Bilingual / Native proficiency