

Esmerly Simé Segura

a curious product designer

HELLO

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EXPERIENCE

Senior Product Designer @ eBay—ecommerce, NY

- 2023—Present
 - Delivered an agentic interaction framework defining eBay's e2e strategy for agentic shopping enabling millions of eBay buyers find what they love through a series of shipped experiments bringing LLM capabilities into core search.
 - Launched a global Events experience from MVP to scale driving +37% YoY revenue yielding a \$400M+ GMV opportunity. Introduced filtering, category navigation and masthead frameworks now powering +8,000 campaigns across Fashion, Motors, Collectibles, and more.
 - Led design strategy for Nova CMS's no-code experimentation platform unifying fragmented testing workflows into a scalable CMS capability and co-authored a patent filing advancing eBay's IP portfolio.

Senior Product Designer @ Animoto—video creation tool, NY

- 2022—2023
 - Delivered a suite of audio, motion and video recording tools resulting in an 80% increase in product usage with over \$23K in revenue within the first week of release.
 - Partnered with product, marketing, data, and engineering leads to develop a strategic vision for the video editor, incorporating direct customer feedback and seamlessly integrating the brand into the user experience.

Product Designer III

- 2020—2022
 - Established a new subscription plan, Pro Plus, with curated video editing tools for small businesses to succeed online yielding a 193% Y/Y revenue increase, \$205K in 5 months.
 - Overhauled the text, graphic and audio system to scale editing power for customers with cinematic AI technologies while developing new interaction patterns.

User Experience Designer @ Ancestry—genealogy & DNA services, UT

- 2018—2020
 - Iteratively tested and validated genetic discovery experiences for 15M+ users across mobile and web partnering with DNA scientists and stakeholders to build data and privacy trust.

Product Designer @ Kohler Co., intern—kitchen & bath products, WI

- 2016, 2018
 - Conceptualized the future of audio in the grooming space in the smart home by designing an IoT system that connects the physical and digital Kohler experience with two interior design characters and color stories.

Product Designer @ HEINEKEN, contract—brewing industry, GA

- 2017
 - Applied a holistic thinking based approach to deliver a system of innovative design concepts to generate a new purpose for recycled glass while solving fundamental urban infrastructure needs and challenges.

Product Designer @ BMW Group, contract—automotive, GA

- 2017
 - Crafted a suite of modular solutions envisioning the auto dealership experience while catering to geographic customer needs across their North American market.

SKILLS

Storytelling
Copywriting
User Research
Design Systems
Interaction Design
Visual Design
Agentic Design
Wireframing, Prototyping
Vibe Coding
Prompt Engineering
Inclusive Design
Creative Direction
Information Architecture
Systems Mapping and Flows
A/B, Concept, Usability Testing
Illustration, Motion Design
Typographic Animation
CMF, Sewing, Pattern making
3D Modeling/CAD
Creative Coding

TOOLS

Figma
Codex
Claude Code
Vercel
Ethnio
Protopie
Adobe Suite
Rhino/Solidworks/Keyshot
Cinema 4D
p5.js

SPEAK

English
Spanish
French
Italian

EDUCATION

Master's in Creative Computing
ELISAVA, Barcelona, Spain

BFA Industrial & Product Design
Minor in Footwear &
Accessory Design
Savannah College of
Art & Design (SCAD), GA

RECOGNITION

2021—2026
Angel Investor, Girl Math Capital, NYC
Patent issued, US-20260228274-A1, US-12613907-B1
NFT.NYC Artist Showcase, Times Square Billboards, NYC
StartUp Judge Panel, SCAD
Speaker @ Afro Latinx in Design Panel, Amazon
2x Bronze, International Design Awards (IDA)

2018—2020
IDSA Committee Juror + Publication in INNOVATION Magazine
Honourable Mention + Publication, Red Dot Awards, Singapore
Platinum, Silver, Bronze, European Product Design Awards
IDSA SMA Winner + Publication in INNOVATION Magazine
Global Grad Show, Exhibition in Dubai Design Week
Port City Review Book Publication, 2 Editions