Estela Ordóñez

Senior Product Designer & AI Strategist
Based in Vancouver, Canada

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With a decade of experience and a Master of Digital Media Design, I operate at the intersection of UX/UI execution, strategic vision, and AI-driven transformations. I specialize in aligning complex business goals with customer needs to drive measurable improvements. I thrive when navigating large-scale digital ecosystems, focusing on cross-functional alignment, accessibility, and supporting team growth through collaborative design mentorship to deliver inclusive, human-centered products.

EXPERTISE

- Strategic Design & Vision
- Design Systems Governance
- Inclusive Leadership
- AI-Driven Transformation & Human-AI Interaction
- Discovery & UX Research
- Cross-Functional Alignment
- Mentorship

EDUCATION

Master of Digital Media Design
University of Edinburgh, UK

Digital Design Diploma
Vancouver Film School, Canada

Bachelor of Communication & Media Studies
Universidad Iberoamericana, Mexico

SOFTWARE & TECHNICAL SKILLS

Design & AI Innovation
Figma, Adobe CS, Vibe Coding, ChatGPT, Gemini, Perplexity

Product Operations & Foundations
Atlassian Jira, M365 Suite & Copilot, Web Development, WCAG Standards

Research & Analytics
UserTesting.com, FullStory, Claude, NotebookLM

WORK EXPERIENCE

Staples Print Solutions (US)

2021 to 2025 | Senior Product Designer

Focus: Product Growth & AI Strategy

- Drove significant improvements in Conversion Rates and Net Promoter Scores (NPS) by architecting a strategic design vision that aligned complex business goals with key customer metrics for a high-growth enterprise platform.

- Reduced prototyping-to-production cycles by establishing the foundation for LLM-driven design processes and vibe coding guidelines, enabling the innovation team to test live prototypes featuring generative AI content and interactive models.

- Ensured project feasibility and maximum business value by leading design sprints and cross-functional alignment across product managers, engineers, marketing specialists, and executive stakeholders.

- Increased design team efficiency and reduced technical debt through the implementation of Scalable Design Systems and Governance, while mentoring junior designers on the adoption of reusable components.

2018 to 2021 | Product Designer

Focus: Accessibility & End-to-End Design

- Improved platform accessibility scores and design quality by advocating for and implementing Web Content Accessibility Guidelines (WCAG) across the digital ecosystem.

- Informed high-level product roadmaps by designing and executing detailed discovery UX research plans, including customer interviews and usability testing shared directly with the leadership team.

2016 to 2018 | UX Designer

Focus: Foundational UX

- Optimized user experiences across various devices by translating complex requirements into detailed design specifications, user flows, wireframes and prototypes.

- Partnered with engineering teams to navigate technical constraints, ensuring the high-fidelity implementation of design solutions while maintaining visual and functional integrity.