

Humberto Torres Esquivel

Product Design Director · Building Design Orgs at Scale · Design Systems · Strategic Thinking · Mobile · Inclusive Design

(647) 564-2121 · humberto.torresquivel@gmail.com · <https://humbertorres.netlify.app/>

PROFESSIONAL SUMMARY

Design Director with 20 years building high-performing design organizations that ship — from inclusive mobile platforms serving millions across 12 countries to enterprise-wide design systems governing 10+ platforms across 5 regions. A player-coach known for scaling design teams while staying close to the craft, building governance frameworks that align brand, technology, and user needs, and translating complex requirements into accessible, human-centered digital experiences. Recognized for advocating design as a strategic business enabler in regulated, multi-stakeholder environments.

IMPACT AT A GLANCE

60+ Designers Led · **5** Countries / Regions · **36+ pts** NPS Uplift · **6 mo** Flagship Redesign · **7+** Awards

CORE COMPETENCIES

Leadership & Scale: Design Team Management (60+ designers) · Multi-region Design Operations · Community of Practice · Design Governance · Talent Development & Coaching

Design Systems & Reusability: Enterprise Design Systems · Design Tokens & Component Libraries · Scalable Pattern Libraries · Brand & Visual Systems · Accessibility & Inclusive Design · Content Strategy

Strategy & Collaboration: Design Strategy & Road mapping · Cross-functional Leadership · Stakeholder Alignment · Business Outcome-Driven Design · Agile / Design Sprints · Data-driven Design Decisions · Analytics-Driven Optimization

Craft: Mobile & Responsive Design · Interaction Design · UX Research · Motion Graphics · AR / Emerging Technologies

AI-Augmented Design: Generative Prototyping · Figma AI · Conversational AI · Claude · Prompt-driven workflows

Tools: Figma · Sketch · Adobe Creative Cloud · Adobe Analytics · Contentful · Jira / Confluence · Maze · Optimal Workshop

EXPERIENCE

Director of Product Design — International Banking, Mexico & Caribbean | Scotiabank, Toronto *March 2025 – Present*

↑ *Promoted from Director of Product Design, International Banking*

- Directed the creation and governance of Scotiabank's Global Design System for digital products — collaborating with Brand, Analytics, and Content teams to align visual language and design tokens across 10+ platforms.
- Leveraged Adobe Analytics to track customer funnels, measure UX performance, and drive data-informed design iterations across mobile and web. Managed content deployment through Contentful CMS — accelerating release cycles without production dependencies.
- Led and co-designed 5 new Digital Insurance product initiatives (Life, Health, Theft Protection, Mortgage, Auto) — partnering with Insurance Product and Technology leaders to deliver compliant, scalable digital experiences across each product vertical.

- Spearheaded the redesign of a unified regional mobile app across Mexico, Chile, Peru, and Caribbean, boosting NPS by 5 points in Mexico within 30 days of launch.
- Introduced AI-assisted design workflows (Figma AI, Claude, generative prototyping) to accelerate iteration cycles and reduce time-to-feedback across distributed teams.
- Established the IB Design Community of Practice across 5 countries — creating shared design OKRs tied to digital adoption outcomes, connecting design delivery to business quarterly targets.
- Defined design governance strategy — including standards, consistency criteria, and regionalization guidelines — ensuring scalable delivery across 2 languages and multiple regulatory contexts.
- Presented design strategy and outcomes to executive leadership including VP and Director-level stakeholders across International Banking regions.
- Partnered with Marketing and Product teams on email template design and campaign asset coordination — ensuring brand alignment across all digital touchpoints.
- Led, coached, and developed a multidisciplinary team of 60+ designers across 5 regions — recognized as a top performer among 32 directors for leadership and adaptability.

Director of Product Design — Caribbean & Central America | Product Design Lead | Sr. UX/UI

Designer | Scotiabank, Toronto

January 2019 – March 2025

↑ *Progressively promoted through 3 roles over 6 years*

- Delivered Scotiabank's first fully native and inclusive mobile app for the Caribbean — one app serving 12 countries in 2 languages — increasing digital NPS by 35.9 points, achieving a 98%+ self-serve transaction rate and raising App Store ratings to 4.7 on both iOS and Android.
- Led a rapid six-month redesign of the Caribbean online banking platform, including a record 3-month deployment in Guyana, through streamlined design operations.
- Grew the Caribbean design team from 3 to 18 designers — establishing hiring pipelines, onboarding frameworks, and career development paths.
- Embedded continuous discovery rituals (user interviews, usability testing sprints) into product team workflows across markets, reducing assumption-driven decisions and shortening feedback loops.
- Championed inclusive design principles (WCAG 2.2 AA) across all products; introduced agile design methodologies to streamline collaboration between design and engineering.
- Designed for complex multi-role workflows — serving relationship managers, compliance teams, and retail customers across 12 regulatory contexts — translating professional-grade requirements into intuitive, accessible product experiences.

Lead Product Designer | Checkout 51, Toronto

November 2016 – December 2018

- Led product design for NAM Next — the innovation hub of News America Marketing, working with major grocery, CPG, and food brands — coordinating with the VP of Product, engineering peers, and brand designers to ensure deliverables were KPI-aligned, on-brand, and shipped on schedule.
- Drove end-to-end redesign of the Checkout 51 consumer mobile app across iOS and Android, improving core UX flows and raising engagement across key consumer journeys.
- Oversaw UX improvements on internal tools and .com, ensuring system-wide design cohesion.

Senior Product Designer | ZoneTV, Toronto

May 2012 – August 2016

- Delivered responsive UI for OTT/IPTV platforms across Canadian and US telcos; developed and ran usability testing protocols.

EDUCATION

IDEO U · Communicating for Impact, Foundations in Creative Leadership, Cultivating Creative Collaboration · 2023

Visual Effects for Film and Television, Graduated with Honours · Seneca College, Toronto · 2008–2009

Professional Animation Diploma · EUNOIA School, Mexico City · 2004–2005

Bachelor's degree in graphic design · Universidad del Valle de México · 2000–2004