

Karlo Estrada

Senior Product Designer

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Work Experience

Senior Product Designer

Macquarie Bank - Full-time

October 2022 - May 2026

Sydney, Australia

End-to-end product designer in Banking & Financial Services, delivering across mobile and online banking. Shipped 19+ projects spanning regulatory compliance, customer support, core banking, security, and home loans, partnering with product, engineering, design leadership, and senior stakeholders across the full project lifecycle. All work built on Macquarie's OneUI design system.

Senior Product Designer

Telstra - Contract

March 2020 - September 2022

Sydney, Australia

Product design across consumer-facing digital channels at Australia's largest telecommunications company: the MyTelstra app, Prospects to Order, and Telstra.com. Part of an agile, human-centred, multi-disciplinary team creating visual design and user experience outcomes across the experience.

Lead Product Designer / Digital Director

Media Marketing Group - Full-time

May 2017 - June 2019

Hobart, Tasmania, Australia

Led design and strategy across a group of designers and developers, carrying out business strategy through an agile and lean user-centric process. Gained new clients and retention, and launched two successful internal products. Introduced effective technology stacks and project management tools, setting the foundations for all of our digital products.

Senior Front-End/UI Developer

Grey Digital Singapore - Full-time

August 2008 - May 2014

Singapore

Worked on interactive digital products, company websites, digital advertising campaigns, and the creation of various brands and style guides. Implemented front-end across websites, and developed digital services and products including email marketing templates, mobile apps, and interactive touchscreens for clients such as Microsoft, HBO, Canon, HSBC, Qatar Airlines, and Procter & Gamble.

What's my focus

Systems

Design Systems at Scale
Design-to-Code Workflows
Cross-platform Consistency
Journey & Service Mapping
Front-end Fluency

Strategy & Craft

Discovery & Framing
Research & Validation
Information Architecture
Interface & Interaction Design
Visual Design & Identity
Accessibility

AI Practice

Agentic Workflows
LLM Research Synthesis
AI Prototyping
Generative Image & Video
Custom Pipelines & Infrastructure

Education

Bachelor of Computer Science

Far Eastern University

Sep 2010 - Jun 2014

**Better design,
better experiences.**