

ricardo haro

Digital Product Designer | NYC

Senior Product Designer with 6+ years in digital product & UX/UI design and 12+ years total design experience, including a strong consultancy background. Experienced leading end-to-end product design across discovery, strategy, interaction, and high-fidelity UI in collaboration with Product, Engineering, and Research. Proven track record delivering scalable, human-centered solutions across healthcare, e-commerce, enterprise, telecom, and financial services.

DIGITAL PRODUCT DESIGN EXPERIENCE

● Digital Product Designer Specialist | Accenture Song (NYC)

Mar 2020 – Present (5yrs 8 mos)

Accenture Song is a global, industry-leading consultancy partnering with some of the world's most recognized brands to design and deliver complex digital products. In this role, I worked across multiple projects, industries, and team structures, often embedding directly with client teams. The environment required a high level of flexibility, strong product thinking, and the ability to move fluidly between UX research, interaction design, and polished UI execution.

- Healthcare platform (enterprise): Co-led an end-to-end healthcare project within a 6+ designer team, supporting everything from requirements gathering and stakeholder alignment to UX/UI design, content structuring, and coordination with development and fabrication partners for tablet-based tools used in clinical and sales contexts.
- Conceptual & pitch work: Regularly supported early-stage concept design and vision work to help Accenture win new business, collaborating on exploratory concepts and experience narratives for global brands including automotive, media, and life sciences clients, contributing to successful project acquisition.
- Financial services platform (current): Currently leading the UX/UI redesign of complex product features for a large financial organization, owning the process end to end—from stakeholder workshops and requirements definition to UX research, design exploration, interaction design, and high-fidelity UI delivery.

● UX/UI Designer Consultant | 4th Avenue Market (NYC)

Dec 2018 – Feb 2020 (1yrs 3 mos)

Boutique consultancy supporting a growing e-commerce platform, where I owned UX/UI work end to end and worked closely with founders, product, and engineering.

- Led UX strategy and UI design for a consumer and professional e-commerce platform, improving navigation, information architecture, and overall usability.
- Conducted UX audits, user interviews, and research synthesis to inform design decisions.
- Designed mobile-first user flows, wireframes, interactive prototypes, and final UI aligned with brand and business goals.

INTERIOR ARCHITECTURE WORK EXPERIENCE (PREVIOUS CAREER)

● Interior Architect (Retail Design) | Multiple Companies

October 2007 – May 2018 (6+ Years of work experience)

Earlier career with 6+ years of professional experience designing physical and spatial experiences, primarily within fast-paced, client-driven retail environments. This work built a strong foundation in concept development, storytelling, and execution across disciplines.

- Worked in the interior architecture and retail design space, contributing to projects from early concept development and 3D renderings through detailed construction drawing sets.

Spent several years focused on POP displays and experiential retail, creating conceptual designs ranging from counter displays to full-store environments, supporting pitch work and, in some cases, coordinating fabrication and on-site installation.

Contact

www.ricardoharo.com

rharodesign@gmail.com

401 – 649 – 5662

www.linkedin.com/in/ricardoharo

Education

MASTERS

M. A. in Interior Architecture

RISD | Rhode Island School of Design
2010–2012, Providence, RI

M.A. in Sustainable Interior Design

NYSID | New York School of Interior Design
2015–2016, New York, NY

BACHELOR

Bachelor in Industrial Design

ITESM – Tecnológico de Monterrey
2002–2006, Monterrey, Mexico

Skills

Product Design · UX/UI Design · Visual Design · Design Systems · AI · User Research · Wireframing · Prototyping · Interaction Design · Responsive & Mobile-First Design · Accessibility · Usability Testing · Design Thinking · Cross-functional Collaboration · Developer Handoff · AR/XR Prototyping · Storytelling · Presentation & Communication

Tools

Figma · Figjam · Webflow · Photoshop · Illustrator · Sketch · InDesign · Adobe XD · InVision · Zeplin · Jira · Abstract · Marvel App · Principle · Miro

Industry Expertise

E-commerce · Healthcare · Pharmaceutical Research · Financial Services · Telecom · Hiring Platforms · Consumer Goods (Apparel, Beauty, Grocery) · XR Design