

ricardo haro

Product Designer | UX/UI Designer

Senior Product Designer with 6+ years of digital product experience and 12+ years of total design experience across digital and physical systems. I design complex platforms, consumer products, and data-driven experiences that balance usability, visual clarity, and scalable systems thinking.

Experienced leading end-to-end initiatives from discovery through delivery, partnering closely with Product and Engineering. Strong in concept development, workflow simplification, and AI-assisted design practices that accelerate research, ideation, and intelligent product experiences.

DIGITAL PRODUCT DESIGN EXPERIENCE

Digital Product Designer Specialist | Accenture Song (NYC)

Mar 2020 - Present (5yrs 8 mos)

Embedded Senior Product Designer delivering web and mobile platforms across healthcare, enterprise systems, consumer experiences, and emerging AI-enabled products.

Healthcare Digital Platform

- Co-led design of tablet-responsive application translating dense clinical trial data into structured, narrative-driven digital experiences
- Simplified complex medical information for field teams and healthcare providers
- Balanced information architecture, interaction design, and visual clarity for national adoption
- Platform expanded to additional product lines following strong stakeholder reception

Enterprise Investment Platform Redesign

- Leading end-to-end redesign of complex multi-account transaction workflows within a large-scale investment platform
- Conducted user research identifying friction and hesitation in high-stakes allocation flows
- Simplified transactional experiences to improve clarity and reduce drop-off
- Designed AI-supported guidance patterns to assist users before and during transactions
- Partnering closely with Product and Engineering to translate complexity into scalable systems

Concept Strategy & Rapid Innovation Engagements

- Contributed to early-stage product strategy and rapid concept engagements across industries
- Co-developed digital experience modernizing a global automotive pre-owned certification journey
- Led AI-assisted e-commerce exploration (Netflix.shop), synthesizing research and rapid prototypes to define a differentiated product vision and secure continued engagement

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

Dec 2018 - Feb 2020 (1yrs 3 mos)

Led UX strategy and visual design for a multi-sided e-commerce marketplace.

- Conducted research and usability testing to improve navigation and discoverability
- Designed mobile-first transactional flows and high-fidelity UI
- Built interactive prototypes aligning founders and engineering in a lean startup environment

INTERIOR ARCHITECTURE WORK EXPERIENCE (PREVIOUS CAREER)

Interior Architect (Retail Design) | Multiple Companies

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

Designed experiential retail environments and branded systems for national and global brands including Hello Kitty, Rite Aid, Walgreens, L'Oréal, Pepsi, and H&M.

- Led concept development for branded environments and retail prototypes
- Designed end-to-end store experiences and large-scale rollouts
- Built strong foundations in systems thinking, storytelling, and spatial problem solving that inform my digital product approach

Contact

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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 & Systems Design

End-to-End Product Design · Complex Workflow Design · Enterprise SaaS · Interaction Design · Information Architecture · Responsive & Mobile Design · Design Systems · Data-Heavy Interfaces · Transactional Experiences · Systems Thinking · UI Craft

Research & AI-Enabled Practice

Product Discovery · User Research · Usability Testing · Research Synthesis · Rapid Prototyping · AI-Assisted Design · Conversational UX · Human-Centered Design

Leadership & Delivery

Cross-Functional Collaboration · Product & Engineering Partnership · Stakeholder Alignment · Agile Delivery · Executive Presentations · Design Handoff · Strategic Thinking

Tools

Figma · FigJam · Webflow · Miro · Jira · Sketch · Principle Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Prototyping Tools · 3D Max · SketchUp

Industry Expertise

Enterprise SaaS · Healthcare · Financial Services · E-Commerce · Marketplaces · Consumer Brands · Retail Systems