

ricardo haro

Senior Product Designer

Senior Product Designer with 7+ years of end-to-end product design experience across enterprise SaaS, healthcare, financial services, e-commerce, and AI-enabled product explorations, backed by 12+ years across digital and physical systems. Translates complex workflows, data-heavy decisions, and ambiguous requirements into clear, scalable experiences through research, information architecture, interaction design, prototyping, design systems, AI-assisted workflows, and strong UI craft. Trusted partner to Product, Engineering, Research, Legal, Compliance, CX, and business stakeholders, moving teams from discovery to implementation.

DIGITAL PRODUCT DESIGN EXPERIENCE

Digital Product Designer Specialist | Accenture Song (NYC)

Mar 2020 – Present (5yrs 8 mos)

Lead/Senior Product Designer embedded across Fortune 500 products in healthcare, financial services, e-commerce, enterprise platforms, and emerging technology. Lead discovery-to-delivery across responsive web, mobile, and tablet experiences with Product, Engineering, Research, Design Systems, Legal, Compliance, CX, and business teams. Use AI-assisted workflows to accelerate synthesis, ideation, prototyping, iteration, and visual asset creation.

Selected Product Work

Patient Simulator | Healthcare, Tablet

- Led end-to-end design of a tablet-first healthcare tool that helped sales representatives explain complex clinical trial data to providers in a clearer, more visual way.
- Defined the information architecture, interaction model, and storytelling framework so it could support live conversations instead of static presentations.
- Tested with 10+ key opinion leaders and received 100% positive feedback, with strong interest in real HCP use; the client explored adapting the approach to more treatments.

Investment Exchange | Financial Services, Responsive Web

- Led the redesign of a complex investment exchange in a large retirement platform, helping participants understand what they were moving, where, and how to review their choices before submitting.
- Mapped the legacy flow, identified key friction points, and designed clearer step-by-step patterns for desktop and mobile.
- Partnered with Product, Engineering, CX, Legal, Compliance, and Design Systems to build a scalable transaction experience for future money movement.
- Usability testing showed stronger understanding and confidence, measured through task completion, abandonment, participant feedback, and support-call indicators.

Additional Product Work

- **Adult Vaccination Tracker (Healthcare):** adapted a pediatric tracker into an adult preventive-care and vaccination product built for international rollout.
- **Compliance Portal Prototype (Insurance):** responsive portal that simplified regulatory tasks, documentation, review workflows, and dashboards.
- **Educational Platform for KOLs (Pharma):** modular platform combining live learning, on-demand content, and structured education journeys.
- **Netflix.shop Exploration (E-commerce, AI):** AI-assisted commerce concept using generative tools for research, visuals, and rapid prototyping.
- **Eylea Patient Companion (Pharma):** mobile companion for patient education, treatment guidance, and adherence in retina-disease therapy.
- **BMW Pre-Owned Certification (Automotive):** modernized the pre-owned certification journey and aligned stakeholders on a clearer, premium experience.
- **Metaverse & Emerging Tech (Innovation):** early-stage concepts exploring immersive, spatial, and emerging-tech experiences for enterprise and consumer.

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 focused on beauty products. Conducted research and usability testing to improve navigation, product discovery, and shopping flows. Designed mobile-first experiences, high-fidelity UI, and prototypes that helped align founders and engineers in a fast-moving startup environment.

PRIOR CAREER | INTERIOR ARCHITECTURE

Interior Architect (Retail Design) | Multiple Companies

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

Designed branded retail environments and experiential spaces for national and global brands including Hello Kitty, Rite Aid, Walgreens, L'Oréal, Peps, and H&M. Led concept development, store experience design, and large-scale rollouts. This background gave me a strong foundation in systems thinking, storytelling, hierarchy, and how people move through complex experiences.

Contact

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Education

MASTERS

M.A. Interior Architecture
RISD | Rhode Island School of Design
2010-2012, Providence, RI

M.A. Sustainable Interior Design
NYSID | New York School of Interior Design
2015-2016, New York, NY

BACHELOR

B.S. Industrial Design
ITESM – Tecnológico de Monterrey
2002-2006, Monterrey, Mexico

Skills

Product Design

End-to-End Product Design • UX/UI Design • Product Strategy • Enterprise SaaS • Complex Workflow Design • Operational Workflows • Interaction Design • Information Architecture • Responsive & Mobile Design • Design Systems • Data-Heavy Experiences • Visual Design • Accessibility • Systems Thinking

Research, AI & Strategy

User Research • Usability Testing • Research Synthesis • Journey Mapping • Design Validation • Rapid Prototyping • AI-Assisted Research & Ideation • AI-Assisted Prototyping • Prompt Design • Generative Design Workflows • Conversational UX • No-Code/Low-Code Prototyping • Service Design • Metrics & KPIs

Leadership & Delivery

Cross-Functional Collaboration • Product & Engineering Partnership • Stakeholder Alignment • Design Reviews • Workshop Facilitation • Executive Presentations • Agile Delivery • Developer Handoff • Design QA • Design Systems Governance • Mentorship

Tools

Figma • FigJam • Webflow • Miro • Jira • Notion • Framer • ProtoPie • Adobe Creative Suite • ChatGPT Enterprise • OpenAI Codex • Claude • Claude Code • Replit • Lovable • Figma Make • Adobe Firefly • Midjourney • UX Pilot • Relume • Uizard • Galileo AI • Optimal Workshop

Industry Expertise

Enterprise SaaS • Healthcare • Financial Services • Consumer Products • E-Commerce & Marketplaces • Data & Analytics Platforms • Retail Systems • Automotive • Emerging Technology