



Ricardo Zea

Sr. Web & Product Designer

<https://ricardozea.design>

✉ ricardo@ricardozea.design

🌐 [Dribbble](#)

👁️ [ADPList.org mentor](#)

📁 [CodePen](#)

👤 [Codementor](#)

in [LinkedIn](#)

★★★★★

Location: 🇺🇸 U.S.A. - East Coast



SKILLS

Web & Product Design

- Design Systems ([view certificate](#))
- Development-friendly Designs
- Wireframing & Prototyping
- Accessibility & Usability (WCAG-first)
- Interaction Design
- Branding
- Color
- Typography

Web & Front-end Design

- Creator of [Color-Ramp.com](#)
- Co-creator of [AspireMap.ai](#)
- Accessibility & Usability Expert
- Production-ready HTML/CSS/Sass

Leadership & Strategy

- Product Thinking & Design Leadership
- Strategic Influence & Decision-Making
- System Strategy & Efficiency



TOOLS

Design & Handoff

- Figma
- Zeplin
- Affinity Photo
- Color-Ramp.com

Coding

- Windsurf
- Antigravity
- CodePen.io

AI-powered Design

- Figma
- Midjourney
- Banani
- UX Pilot
- Dora AI
- Magic Patterns
- ChatGPT/Gemini/Claude
- Descript
- Vizcom
- Blaze



BOOKS & PUBLICATIONS

- [Mastering Responsive Web Design](#)
- [Web Developers Reference Guide](#)
- Smashing Magazine: [An Ultimate Guide To CSS Pseudo Classes And Pseudo Elements](#)



EDUCATION

Universidad Pontificia Bolivariana, Colombia.

- Master's Degree in Advertising & BA in Administrative Marketing.
- 1993 - 1998, GPA: 4.0

Web & Product AI-powered Designer with +15 years of experience in developing clean, accessible interfaces and delivering high-performance designs. Key achievements include boosting page performance by 84% at Check 'n Go and leading global redesigns for LexisNexis.

Known for mentoring over 150 designers and developers with 5-star ratings and creating tools like [Color-Ramp.com](#) to ensure color accessibility compliance.

Hire me, you won't be disappointed. I guarantee it 110% or work for free during the 90-day period.



PROFESSIONAL EXPERIENCE



NodeSource (Freelance)

Dec. 2020 – Current (Remote)

Sr. Web/Product Designer

- Led UX/UI for N|Solid features + NodeSource.com redesign; standardized components/tokens to reduce design/dev. rework 25–30% and speed delivery by 20–25%.
- Conducted weekly reviews with executives, PMs, and engineers using Figma to ensure solid decisions and reduced late-cycle changes by 30%.
- Utilized Zeplin for dev. handoff to enhance the efficiency of implementation, accelerating the pace by 25-35%.



Codementor

Apr. 2016 – Dec. 2025 (Remote)

Online HTML/CSS & Web Design Expert Mentor

5.0 ★★★★★ (140+ reviews)

- Mentored individuals 1:1 in design, achieving a 5-star rating from over 150 reviews, and covered HTML/CSS, web design, Figma, accessibility, typography, etc.
- Guided and coached over 150 mentees, frequently resolving layout bugs within 60 minutes, enhancing their web design proficiency.
- Developed repeatable code snippets and design patterns that reduced mentees' development time by 20-30% on common user interface tasks.



Willis Tower Watson

Mar. 2023 – Aug. 2024 (Remote)

Sr. UI/UX Designer

- Redesigned data-heavy screens (tables/dashboards/forms) for internal tool to lift task completion by 15–25% and cut form errors by 10–20%.
- Built modular components using Figma, reducing design handoff by 20-30% and a decrease in front-end rework by 15-25%, enhancing team efficiency.
- Presented iterations daily to stakeholders; accelerated approvals from multi-day to same-day on critical flows.



Nestlé Purina

May 2021 – June 2022 (Remote)

Sr. Specialist UX/UI Designer

- Led design initiatives for the Checkmark team using Figma, ensuring design work was accurately reflected on Purina.com, enhancing user engagement on the site.
- Delivered innovative ingredient search and results UX, maintaining a design library that reduced screen build time by 25-35%.
- Worked closely with developers on UI and accessibility improvements, reducing design-QA issues by 30% and streamlining feedback processes.