



Hey, I'm Ricardo. Designer focused on **crafting digital products that impact people's lives.** I help companies and teams to solve challenges in creative ways with a strong human centered approach, making the complex simple.

Clip Product Design Manager 2022 – Present	Strengthening financial inclusion through innovative and trusted solutions. Helping to build a strong design culture inside the company. Mentoring and guiding Product Designers to deliver their best work and bring the best and strategic results for the company by making delightful and easy to use experiences that empower all of our users.
Hola Cash Head of Product Design 2021 – 2022	One click payment solutions for businesses. Shaping the UI / UX design team strategy. Definition of processes, best practices, design principles, mentoring and guiding other designers. Ensuring an end to end smooth experience for merchants and end users. Hands-on execution of design projects, focused on Design Systems and Developer Portal.
Eva Head of Design 2021	Building outstanding healthcare services for everyone in LATAM. Building a ground breaking product, through technology and smooth user experience. Collaborating closely with our end users (radiologists) to understand their real needs and pain points and using all those insights to help us to solve their day to day problems by taking accurate and fast design decisions. Helping to shape the Design Team and culture and executing end to end design projects.
Nubank Senior Product Designer 2019 – 2021	Delivering a new credit product for the mexican market. Helping to shape one of the most easy to use and innovative financial solutions for individuals in Mexico, collaborating with a multidisciplinary and international team. Crafting solutions based in research, data, experimentation, test and iteration to improve and offer the best credit product for our customers.



Conekta

Product Design Coordinator

2017 – 2019

Online payments for emerging markets in LATAM.

Democratizing online and offline payment solutions in Mexico, with cash payments (OXXO Pay), e-commerce and card processing products for local and worldwide companies like Netflix, Facebook, Google, Rappi and Uber.

Facturama

Design & UX

2013 – 2017

Creating a more human & friendly invoicing experience.

Helping to solve one of the biggest pain points in Mexico: tax, invoicing and accounting processes. We helped lots of SMB's and individuals with a robust product driven by simplicity, technology, customer experience and design to provide the most competitive and accesible solution in the local market.

Skills

- Product thinking
- Systems thinking
- Design Systems
- UI / UX design
- Prototyping
- Visual design
- Illustration
- Identity
- Coding (HTML, CSS)
- Research / User interviews
- Mailing Design
- Figma
- Invision
- Maze
- Adobe Illustrator
- Adobe Photoshop
- Sublime Text
- Visual Studio Code

Speaking



UXMX Podcast

Diseño de Producto en Nubank.



Oficina General

El diseño conecta a la gente con la tecnología.