

HI!

I'M RICARDO
ROSALES
Lead Product Designer

I'm a *Lead Product Designer* with over 10 years of experience leading the design of user-centered digital products. Specialized in *UX Research, UI Design, Design Systems, and data-driven strategies*. My approach combines strategic thinking, continuous validation, and close collaboration with Product Managers, engineering teams, and key stakeholders to create consistent, usable experiences aligned with business goals. I've designed and scaled *B2B, B2C, and SaaS products in agile environments*, driving improvements in conversion, retention, and team efficiency.

WORK EXPERIENCE

2024- 2025

Lead Product Designer

Paack logistics

At Paack, I was responsible for defining and optimizing strategic logistics-focused products, including internal tracking tools and mobile apps for delivery drivers. I applied data-driven methodologies to deeply analyze user needs and ensure that the solutions effectively aligned with business goals. I audited and evolved an existing design system, ensuring visual consistency, accessibility, and a smooth user experience. Additionally, I fostered effective collaboration between product, engineering, marketing, and operations teams, aligning objectives and enabling an agile, efficient workflow.

2019 - 2024

Lead Product Designer

ITR

At ITR, I led the creation and optimization of digital products for companies across various sectors, including banking, insurance, and energy, focusing on intuitive solutions aligned with real user needs. I applied methodologies such as Design Thinking, Lean UX, and Heuristic Analysis to identify improvement opportunities, validate solutions with real users, and enhance the overall user experience. I also led and mentored multidisciplinary teams, promoting best practices in usability, information architecture, and interaction design to ensure scalable, high-quality products.

2018 - 2019

Senior Product Designer

Premiens

At Premiens, I contributed to the development of innovative products for renowned brands such as Coca-Cola and Nestlé, focusing on optimizing the user experience and driving the continuous evolution of digital solutions. I was also part of the team responsible for designing Philip Morris's e-commerce platform, where we built an ecosystem for marketing their products. These platforms were conversion-oriented and based on in-depth user behavior analysis, which enabled us to achieve tangible results and significantly improve the digital experience.

UX/UI Designer

Manapro

My experience at Manapro focused on designing interfaces with a mobile-first and responsive approach, ensuring accessibility and an intuitive user experience across all devices and screen sizes. I was responsible for optimizing user flows and creating high-fidelity wireframes and interactive prototypes, making sure every interaction aligned with real user needs and expectations. I worked closely with the development team to validate the accurate implementation of each component, maintaining visual consistency and ensuring adherence to design guidelines.

EDUCATION

Master in Design & Visual Communication
CDD

AI for Designers
Interaction Design Foundation

Programming in HTML 5 with JAVASCRIPT and CSS 3
Microsoft Learning

English as a Foreign Language
CVA

Design Thinking
Interaction Design Foundation

Product Design with Lean and UX
Elastic Head

Foundations LVL 1
Hotjar

WordPress Advanced
Web Institute

SKILLS

User Research
Interaction Design
User Centered Design
User Interface

Design Systems
Prototyping
Wireframing
Data-Driven Design

Usability Test
HTML/CSS/JAVASCRIPT
Design Tokens
Responsive Web Design

TOOLS

Figma
Sketch
Adobe XD
Adobe CC
Framer
Webflow

Optimal Workshop
Maze
FigJam
Miro
Notion
Atlassian tools

Google Analytics
Hotjar
Mixpanel
Zeplin
Token Studio
Storybook

I would love to connect and share more details about my experience with you.