HI!
I´M RICARDO
ROSALES
Product Designer

I'm a **Product Designer** with over 10 years of experience in digital product development, combining UX Research, UI Design, scalable design systems, and data-driven optimization. My approach focuses on strategic design, hypothesis validation, and user experimentation to create intuitive experiences aligned with key conversion and retention metrics. I've worked on B2B, B2C, and SaaS projects, collaborating with Product Managers, development, and engineering teams to deliver scalable and efficient solutions.

WORK EXPERIENCE

2024

Lead Product Designer
Paack logistics

At Paack, I was responsible for defining and optimizing strategic products focused on logistics, including internal tracking tools and mobile applications for delivery drivers. I applied data-driven methodologies to deeply analyze user needs and ensure effective alignment with specific business objectives. Additionally, I audited and evolved an existing design system to ensure visual consistency, accessibility, and usability. I also fostered effective collaboration across multidisciplinary teams—design, development, product, and operations—to streamline workflows and improve efficiency.

2019 - 2023

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 tailored to real user needs. I applied advanced analytical methods and performance metrics to evaluate effectiveness and continuously enhance user experiences. Additionally, I directed and mentored multidisciplinary teams, promoting best practices in accessibility, information architecture, and interaction design, ensuring scalable and high-quality products.

2018 - 2019

Senior Product Designer
Preminens

At Preminens, I participated in the development of innovative digital solutions across diverse contexts such as B2B, B2C, and SaaS. I collaborated closely on key projects for renowned brands like Coca-Cola and Nestlé, optimizing products to meet specific operational goals. I was part of the team responsible for designing Phillip Morris's ecommerce platform, developing effective, conversion-oriented solutions driven by deep user behavior analysis, achieving tangible results, and significantly enhancing the overall digital experience.

UX/UI Designer
Manapro

At Manapro, I designed mobile-first and responsive interfaces, ensuring accessibility and intuitive experiences across various devices and screen resolutions. My responsibilities included optimizing user flows, creating wireframes and high-fidelity interactive prototypes, and ensuring each interaction met real user expectations and needs. I closely collaborated with the development team to validate precise component implementation, maintaining visual consistency and rigorously adhering to design guidelines.

EDUCATION

Master's in Visual Design and 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

UX Design
Ethan Parry

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
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.

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