

ricardo haro

Senior Product Designer

Senior Product Designer with 7+ years in digital product design and 12+ years across digital and physical experience design. Hands-on IC who leads work from early exploration through shipped experiences, combining product thinking, UX/UI, visual craft, research, design systems, and AI-assisted workflows.

Experienced across healthcare, enterprise platforms, commerce, and consumer products, with a consulting background that makes me adaptable across industries and comfortable partnering with clients, Product, and Engineering from ambiguity through delivery.

DIGITAL PRODUCT DESIGN EXPERIENCE

Digital Product Design Specialist | Accenture Song (NYC)

Mar 2020 – Present

Hands-on Senior Product Designer within multidisciplinary Accenture Song teams for Fortune 500 clients. Lead client-facing product work from early problem framing, workshops, and information architecture through UX/UI, prototyping, design systems, implementation-ready specifications, and design QA.

Partner with Product, Engineering, Research, Legal, Compliance, Copy, Design Systems, and business stakeholders, using AI-assisted workflows to accelerate synthesis, concept exploration, prototyping, and communication.

Selected Product Work

Clinical Data Storytelling Platform (Patient Simulator) | Healthcare & Life Sciences, Tablet

- Co-led end-to-end design of a tablet-first digital sales experience that helped field teams translate complex clinical-trial data into clearer, more personalized conversations with healthcare professionals.
- Owned product thinking, information architecture, UX/UI, data visualization, and core experience patterns while coordinating a four-person design team across the US and India.
- Delivered in 26 weeks with 20+ cross-functional team members and 5 usability workshops. All 12 study participants expressed intent to use the experience, strengthening support for launch and broader adoption.

Investment Transaction Experience & Scalable Alert System | Enterprise Platform, Responsive Web

- Own the end-to-end redesign of a core investment transaction within a major platform modernization, covering account selection, transaction flows, review, confirmation, alerts, and status communication.
- Translate complex business rules, financial terminology, alerts, and edge cases into reusable interaction patterns with Product, Engineering, Legal, Compliance, Copy, and Design Systems.
- Design against program success targets of 95% straight-through processing, 87% DCI, and 48% customer effort score, focusing on reducing participant confusion, improving guidance, lowering abandonment, and maintaining high automation.

Additional Product Work

- Adult Vaccination Tracker | Healthcare: Reimagined an existing pediatric vaccination platform for adults, expanding the experience to preventive screenings and regional needs as the product was adapted across multiple international markets.
- Netflix.shop Exploration | E-commerce & AI: Led an AI-assisted exploration of personalized product discovery, shopping flows, visual merchandising, and rapid prototyping for new entertainment-commerce experiences.
- BMW Pre-Owned Certification | Automotive: Co-created a rapid prototype later cited by stakeholders as a key factor in winning the subsequent BMW engagement and initiating the broader discovery and design effort.
- Healthcare Professional Education Platform | Life Sciences: Conceptualized a modular learning platform combining live sessions, on-demand content, and structured journeys for healthcare professionals.

UX/UI Designer Consultant | 4th Avenue Market (NYC)

Dec 2018 – Feb 2020

Led UX strategy, interaction design, and visual design for a multi-sided beauty marketplace serving consumers and beauty professionals. Translated research into mobile-first discovery, navigation, and shopping flows, partnering directly with founders and engineers to ship reusable UI patterns.

PRIOR CAREER | PHYSICAL & SPATIAL DESIGN

Interior Architect & Retail | Multiple Design Firms

Oct 2007 – May 2018

pent the first decade of my career designing physical retail environments, branded spaces, and customer journeys for H&M, Walgreens, L'Oréal, Pepsi, and Sanrio. Led work from concept development through documentation and large-scale rollout, building a foundation in visual systems, storytelling, spatial experience, and cross-functional delivery that continues to shape my digital product work.

Contact

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Skills

Product & Experience Design

End-to-End Product Design · Product Discovery · UX/UI Design · Visual Design · Interaction Design · Complex Workflow Design · Information Architecture · Responsive Web & Mobile · Data-Rich Interfaces · Data Visualization · Design Systems · Accessibility

Research, Facilitation & Strategy

User Research · Usability Testing · Concept Testing · Research Synthesis · Problem Framing · Journey Mapping · Product Strategy · Design Validation · Workshop Facilitation · Client & Stakeholder Alignment

AI, Systems & Delivery

Rapid Prototyping · AI-Assisted Research, Ideation & Prototyping · Component & Pattern Definition · Cross-Functional Collaboration · Design Storytelling · Developer Handoff · Design QA · Mentorship

Tools

Design & Collaboration

Figma · FigJam · Adobe Creative Suite · Webflow · Framer · ProtoPie · Miro · Jira · Notion · ChatGPT Enterprise · Claude · Figma Make · MCP-Enabled Figma Workflows · Adobe Firefly · Replit · Lovable

AI & Rapid Prototyping

ChatGPT Enterprise · Claude · Figma Make · MCP-Enabled Figma Workflows · Adobe Firefly · Relume · Replit · Lovable

Education

M.A. Sustainable Interior Design

New York School of Interior Design (NYSID), 2016

M.A. Interior Architecture

Rhode Island School of Design (RISD), 2012

B.S. Industrial Design

Tecnológico de Monterrey (ITESM), 2006

Languages

Spanish (Native) · English (Fluent)