

# RICARDO HARO

UX/UI Designer / Retail Designer

## ABOUT ME

I am a user experience designer with previews 6+ years of professional design work in several capacities, primarily working as a conceptual designer in the Interior Architecture for Retail. My experience both a UX Designer and Retail Designer, allow me to create and deliver lessons and inspiring products by deeply understanding the client's essence and the user needs of interaction with the product. My unique background with diverse scale and typology of design projects help me to be a resourceful designer, and I use an emphatic approach when creating digital user experiences that inspire.

## PROFESSIONAL EXPERIENCE

- 2019**  
NY, NY  
Current
  - **UX/UI Designer Consultant, Krystal Shoes**
    - Working on developing the initial concept of a responsive website for a chain of Shoes Store, located in various point in Mexico.
    - Create initial design guidelines.
    - Deliver a fully working hi-fi prototype.
    - Create design specs and coordination with developers.
- 2018**  
NY, NY  
Current
  - **UX/UI Designer Consultant, 4th Avenue Market**
    - I collaborated with a UX team consultant for a beauty and personal care products e-commerce responsive website, geared to people of color.
    - Revisited/ reorganized the current information architecture
    - Proposed a mobile-friendly design solution.
    - I delivered increased value and engagement for the site.
- 2016**  
NY, NY  
1 Year 9M.
  - **Interior Designer, Kenneth Park Architects**
    - As a member of KPA's interior design team, I collaborated on the design development phase for projects like Ali & Jay, Eloqui, Disney gift stores competition.
    - I worked on construction drawings sets (Autocad) for L'Occitane, Chanel, Casper, Columbia, MCM, Kate Spade, etc.
- 2015**  
NY, NY  
5 Months
  - **Junior Interior Designer (Part Time), FRCH**
    - Worked on a team developing the conceptual design from the look and feel to design development for the departmental store "Liverpool Satellite" in Mexico City for the toys, men's department, and some other architectural features.
- 2013**  
Yonkers, NY  
2 Years 6M.
  - **Creative Designer, (Point of Purchase Designer) POP Displays USA**
    - Being part of the creative team that developed projects from the research and conceptualizing phase to fabrication on a variety of format from tabletops, free-standing displays to full environment visualization.
    - Clients include Radio Shack, Duck Tape, L'Oreal, Neutrogena, Rite Aid, Hello Kitty, etc.
- 2007**  
MTY, MX  
1 Year 6M.
  - **Visualization Professional, (Point of Purchase Designer) Vigo Vision**
    - I collaborated in all phases of projects from concept to design prominent stores in Mexico such as; Soriana, Benavides, HEB, Sally Beauty, etc.
    - Developed renderings and prototypes of furniture and tabletop designs for several major products: Vitamin Water, Sony, Pollo Real, Tyson.

## VOLUNTEER EXPERIENCE

**Habitat for Humanity** / Participated in building houses for low-income families.

**INTAR Grad Show** / Collaborated in the fabrication of the INTAR Graduate Exhibition Show.

**Peace Begins With The Children** / Revitalized education for youth with limited resources through the design of a creative and hands-on environment.

## CONTACT

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## EDUCATION

**User Experience Design Immersive  
General Assembly (GA)**

2018, New York, NY

## MASTERS

**Master of Sustainable Interior  
Environments (MPS)**

**NYSID (NY School of Interior Design)**

2015-2016, New York, NY

**Master of Interior Architecture (MIA)**

**RISD (Rhode Island School of Design)**

2010-2012, Providence, RI

## BACHELOR

**Bachelor of Industrial Design**

**Tecnologico de Monterrey, ITESM**

2002-2006, Monterrey, MX

## SKILLS

**UX/UI Design Digital**

Adobe XD, Webflow, Sketch, InVision, Photoshop, Illustrator, InDesign, Marvel App, Canva, Principle.

**UX/UI Design**

Teamwork, wireframing, prototyping, UI Design, user empathy, affinity mapping, design thinking, design research, design studio, product design, rapid prototyping, usability testing, information architecture, user research, user center design, interaction design.

**Interior Architecture:**

3D Max, SketchUp, Autocad, Revit, Rhino.

## INTERESTS

Sketch, paint, hiking, and exploring and getting inspiration from nature, travel, sustainable design, retail design, display design, product design, ceramic, woodworking.

## LANGUAGES

Spanish and English

**Dual Citizenship:** American/ Mexican