

RICARDO E. VARGAS

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Senior Product Designer with 8 years of experience, specializing in UX/UI design, creative direction, and design system development. Proven ability to lead product and branding initiatives, particularly in B2B/B2C SaaS environments, AI, AR/VR, and enterprise-level applications. Strong focus on human-centered design and cross-functional collaboration, building scalable solutions that support business growth. Passionate about driving user-centered product innovation while mentoring design teams. Fluent in English, Spanish, and intermediate Italian.

EXPERIENCE

LEAD UX & UI DESIGNER

APIPHANY.AI - Remote

Industry: AI, Manufacturing, Aerospace, Automotive, Consumer Goods, SaaS

Sept 2024 - Present

San Francisco, CA

- » Designed and built Apiphany's design system from the ground up, establishing foundational elements like tokens and reusable components for a cohesive UX/UI framework.
- » Led collaboration with front-end engineers to integrate design components into Storybook, ensuring consistency across all product interfaces.
- » Partnered with AI engineers and product stakeholders to develop data-driven visualizations, enhancing user experience and providing actionable insights for manufacturing clients.
- » Drove product strategy by working cross-functionally with leadership to define new product features, guiding them from concept to production.
- » Led branding and marketing initiatives, creating go-to-market materials, including website, pitch decks, presentations, and branding elements to support rapid business growth.
- » Served as a product lead for defining product requirements and building processes to scale the design team from 4 to nearly 30 employees.

UX & UI DESIGNER IV

DYNEPIC, INC. - Remote

Industry: Government, Education, LMS, Training, Compliance, SaaS

Apr 2024 - October 2024

Reno, NV

- » Spearheaded the creation of a comprehensive design system for a SaaS platform serving both B2B and B2C markets in the training and learning sectors, focusing on web and VR applications for the U.S. Air Force.
- » Collaborated with developers and engineers to ensure seamless integration and consistent user experiences across diverse platforms.
- » Led cross-functional teams to design intuitive UI/UX flows for training modules, ensuring accessibility and usability across web and VR interfaces.
- » Engaged with clients and stakeholders to gather feedback and translate it into user-centered design solutions, improving user engagement and reducing friction points.

LEAD UX & UI DESIGNER

SEQUIN INC. - Remote

Industry: AI, AR/VR, SaaS, B2B/B2C, Design Tooling, Video games

Oct 2020 - Apr 2024

Glastonbury CT

- » Led creative direction for AR/VR and video game design solutions, from ideation and research to production across multi-platform B2B/B2C products.
- » Developed journey maps, personas, wireframes, and prototypes, synthesizing complex user data into actionable design strategies.
- » Mentored cross-functional teams on human-centered design principles, promoting best practices and ensuring high-quality, user-focused solutions.
- » Epic Games MegaGrant recipient, leading a project to develop a collaboration tool for non-designers to review 3D work from Unreal Engine, increasing usability and collaboration efficiency.

UX & UI DESIGNER

SQUADJOBS - Remote

Industry: Human Resources, Staffing, B2B/B2C SaaS

April 2020 - Oct 2020

Washington DC

- » Optimized user interfaces for a B2B/B2C SaaS platform, enhancing functionality and visual appeal through wireframes, prototypes, and UI iterations.
- » Conducted user research, developing actionable insights to improve UX flows and ensure alignment with both business and user goals.
- » Delivered consistent design solutions using Webflow, empowering non-technical team members to implement updates efficiently.

SKILLS

Product Vision, Creative + Art Direction, User Research. (Ethnographic studies, Card Sorting, Heuristic Evaluation, Empathy Maps, Interviews, Dairy Studies, Surveys, Data Analysis) **UX/UI Design & Interaction Design, Visual Artifacts** (Personas, journey maps, experience blueprints, user flows, storyboards, wireframes, comps, prototyping, tech touchpoints), **Usability Testing, User Testing A/B Testing, 2D Animation, Typography, Graphic Design, Style guides, Design Systems, Visual Design.**

Tools: Figma, Sketch, Zeplin, Adobe Suite, Wordpress, Webflow, Slack, Jira, Trello, Miro, G-Suite.

Languages: English (Fluent), Spanish (Native) & Italian (Intermediate).

EDUCATION

PRATT INSTITUTE

- » Master of Science Information Experience Design Jan 2022 - Dec 2024
- » Advance Certificate UX & UI Design & HCI Jan 2019 - Aug 2019
- » B.F.A Communications Design Advertising/Art Direction GPA:3.4 Aug 2014 - May 2016
- » A.A.S Graphic Design/ Illustration with honors GPA:3.6 Aug 2012 - May 2014

OTHER EDUCATION

UX Research & Insights Summit Jul 2019

SELECTED CLIENTS

Epic Games, Unreal Engine, Apple TV+, Meta, Madonna, Mariah Carey, Macy's, Allstate, StarWars, Condé Nast.

AWARDS

Epic Games MegaGrant.
Rosenfeld Media Advancing Research 2023 Scholarship.
Pratt Institute Circle Award.