RICARDO GONZÁLEZ RUBIO

UX/UI DESIGNER I DIGITAL COMMUNICATIONS SPECIALIST

Bogotá - Colombia | 57+1 3057495132 | ricardogrdesign@gmail.com

PROFILE

I am a bilingual UX/UI Designer with a C1 proficiency in English, specializing in Digital Communication. My professional journey includes extensive experience in orchestrating end-to-end product development across diverse bussines models like B2B, B2C, and B2B2C. My approach is the creation of innovative digital experiences finely tuned to the user's needs.

I bring a depth of understanding, honed through assessments and UX Research, to guide the design of interactive prototypes that meticulously adhere to product usability and accessibility standards. Collaboration is second nature to me, having seamlessly integrated with multidisciplinary teams spanning software development, processes, product, marketing, and functional areas at various stages of the design process.

I have advanced skills in using tools such as Figma, Miro, Adobe XD, and Whimsical, and Maze. Additionally, I am familiar with agile methodologies and Design Thinking.

WORK EXPERIENCE

Integris Group

Senior UX/UI designer I Bogotá - Colombia I October 2024 - October 2026

Responsibilities

- Design user experience and user interfaces for Team Member Tools in UOR (Universal Orlando Resorts).
- Redesign the user experience for new devices for POS (Point of Sale) in UOR.
- Work with multidisciplinary teams including, product, developement and desing.
- Mentorship for junior designers.
- Manage the Integris brand for sales purposes.
- Redesign the user experience and interface of Integris Webisite.
- Design the user experience and interface of Integris Careers Website.

Achievements

- Lead the design of Integris career website.
- Provide mentorship for junior designer working for Integris clients.
- Led a company-wide workshop on design psychology and psychological design principles.

BNP Paribas Cardif Colombia

Senior UX/UI designer I Bogotá - Colombia I October 2021 - September 2024

Responsibilities

- Lead the design of the Claims Core application.
- Collaborate closely with multidisciplinary teams and stakeholders in the design process.
- Implement the product design process for the creation and redesign of internal applications.
- Enhance the effectiveness of transactional processes in internal applications by optimizing user experience and interface.

Achievements

- Led the redesign of the experience and interface for 4 internal applications.
- Established the first design system for the company's internal applications in Colombia.
- Headed the implementation of design thinking methodologies in the early stages of designing new products.
- Create the accesibility guidelines for the Core Claims application

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UX/UI DESIGNER I DIGITAL COMMUNICATIONS SPECIALIST

INDRA Colombia

Senior UX/UI designer I Bogotá - Colombia I February 2021 - October 2021

Responsibilities

- Design functional prototypes for mobile and desktop applications
- Guide clients through the design process from research to the final product design
- Apply design thinking methodologies in the design process
- Create design systems

Achievements

- Led the design team in creating an omnichannel product that translated the experience from physical spaces to a digital environment for Sanitas USA.
- Create Digital Concierge app accesiblity guidelines for Sanitas USA
- Participated in the redesign of the transactional portal for the Ministry of Foreign Trade of Peru, optimizing user experience and interface.

Education Secretariat of the District

Digital Designer I Bogotá - Colombia I January 2019 - December 2020

Responsibilities

- Lead and coordinate the creation of digital products for the 6 divisions within the Subsecretariat of Quality and Relevance.
- Develop communication strategies from digital design.
- Coordinate the connection of the divisions within the Subsecretariat of Quality with the web portal Red Académica and support the user experience in creating their educational sites.
- Coordinate the creation of communication strategies, digital campaigns, and design pieces.

Achievements

- Led the design of an application that optimized interaction between teachers in the city and the 6 divisions of the Subsecretariat during the pandemic, successfully resolving more than 10,000 cases through this strategy.
- Orchestrated the management of product design, campaigns, and communication strategies for different divisions, integrating more than 15 programs and projects into the digital environment.
- Coordinated the process of creating an interactive digital platform for the development of a large virtual event during the pandemic, allowing more than 1000 students from district schools to present school projects carried out in various programs offered by the Subsecretariat.

Education Secretariat of the District

Digital Designer I Bogotá - Colombia I September 2016 - December 2018

Responsibilities

- Lead and coordinate the creation of digital products for the projects under the Directorate of Preschool and Basic Education.
- Develop communication strategies from digital design.
- Integrate the projects under the Directorate of Preschool and Basic Education with the web portal Red Académica and support the user experience in creating their educational sites.
- Manage the creation of communication strategies, digital campaigns, and the design of pieces.

Achievements

- Structured the design process for more than 10 projects and programs of the Directorate and its partner entities.
- Designed a communication strategy that increased visibility for the projects of the Directorate.
- Established digital spaces for 5 projects of the Directorate on the educational portal Red Académica.

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ACADEMIC INFORMATION

Degree:

Santo Tomás University, Social Communication - enphasis on Education and Media Production, Bogotá - Colombia, 2008

Specialization:

Politécnico Grancolombiano University, Digital Communication Specialist, Bogotá - Colombia, 2021

Aditional education:

- Creative UX/UI, User Experience, Inteface and Bussines Design - LCI Veritas University
- Human-Centered Design for Inclusive Innovation - Coursera / University of Toronto
- Google UX Design - Coursera / Google
- Product Management: Modern Fundamentals - Cousera / University of Virginia

SKILLS

Design

UX, UI, User Flows, Research, Design Thinking, Accesiblity

Software

Figma, Illustrator, XD, Photoshop, Miro, Whimsical, Maze

Languages

Spanish (Native), English (Advance C1)



Portfolio
https://ricardogrdesign.com/

Behance
https://www.behance.net/ricardogonzalezrubio

LinkedIn
https://www.linkedin.com/in/ricardogonzalezrubio-uxdesigner/