

Ricardo Angeles Gonzalez

UX Product Designer

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PROFILE

UX Product Designer with **4 years of experience** designing user-centered digital products across SaaS, Fintech, E-commerce, and Industrial platforms. Skilled across the full interaction design lifecycle — discovery, information architecture, task flows, wireframing, high-fidelity prototyping, usability testing, and developer handoff. Advanced in Figma (auto layout, variables, component-driven design systems, interactive prototyping), with a strong foundation in Nielsen heuristics, cognitive load reduction, and accessibility (WCAG 2.2). Proven track record applying heuristic evaluation and iterative usability testing to measurably improve conversion, task completion, and user satisfaction. Collaborates cross-functionally with Product and Engineering in Agile/Scrum environments, using AI tools daily to accelerate research synthesis and rapid prototyping.

EXPERIENCE

UX Product Designer || Coudera — Product & Technology Studio

Apr 2026 – Present

Remote

- Own end-to-end UX/UI design for **3 concurrent client projects** within a 3-person studio — discovery, information architecture, task flows, UI design, documentation, and dev handoff.
- Designed **3 guided multi-step forms in Vue 3** for an industrial operations SaaS applying progressive disclosure: staged validation, visible progress indicators, draft recovery, and pre-submit review, optimized for tablet/mobile use by low-tech-context users.
- Standardized data-entry interaction patterns across **21 products and 21 colors** into consistent, reusable dropdown components, **reducing input errors by an estimated 30%**.
- Designed and shipped a manufacturing website (**React, Next.js, Three.js**) with content architecture, visual direction, and interactive 3D product visualization, **cutting concept-to-launch turnaround to a 3-week sprint**.
- Defined the initial responsive IA and interaction model for a private sports-streaming platform (video, live chat, voting) across desktop and mobile, aligning **4 stakeholders** around a single UX direction pre-development.

UX Product Designer || B2B SaaS Platform, Dash Labs (New York)

Jan – Jun 2025

- **Simplified 12 features into 5 hierarchical sections** via information architecture, card sorting, and heuristic evaluation, serving 3 personas with opposing mental models and reducing navigation depth by **2 levels**.
- Built a component-driven Design System with **40+ reusable components**, design tokens, and developer-facing documentation, **cutting design-to-dev handoff time by an estimated 25%**.
- Designed a “Safe Mode” feature with automatic PII redaction, visible compliance guardrails, and full action traceability for regulatory compliance analysts.
- Validated flows through moderated usability testing with operationally equivalent users, resolving **cognitive overload issues** flagged in early testing rounds.

UX Product Designer || B2B E-commerce, Lincoln Mexico

Aug – Oct 2025

- Conducted heuristic analysis and competitive benchmarking against premium automotive experiences to identify friction points in the purchase funnel.
- **Achieved a 100% preference rate in A/B testing** against the live site, with all participants citing greater clarity and premium feel.
- Built a design system with reusable components, variants, and design tokens, ensuring visual consistency across **8+ touchpoints** in the purchase journey.
- Delivered a functional HTML/CSS/JS prototype deployed on Vercel in an **~80-hour sprint**, taking the project from concept to a testable live experience.

UX/UI Designer || Fintech Onboarding

Oct – Nov 2025

- Identified an **82% drop-off rate** through qualitative research and contextual interviews with merchants and small business owners.
- Applied the full Design Thinking process to redesign a progressive-disclosure onboarding flow with a milestone-based interaction model.
- Redesigned the flow, **cutting onboarding time from days to under 30 minutes** and projecting a drop-off reduction from 57% to 30% at the critical step.
- Reached an **80% task-completion rate** in moderated usability testing (4/5 participants); ensured WCAG 2.2 AA compliance across forms, focus states, and keyboard navigation.

- Led discovery and stakeholder interviews across **10+ fintech, e-commerce, and B2B SaaS engagements**, translating ambiguous requirements into structured problem statements and prioritized user flows.
- Designed and maintained scalable design systems (components, tokens, style guides) reused across multiple client projects, reducing repeat design effort on new features.
- Facilitated usability testing and heuristic evaluations, iterating on prototypes based on user feedback to improve task success rates ahead of developer handoff.
- Collaborated in Agile ceremonies (sprint planning, reviews, retrospectives) with cross-functional Product and Engineering teams, delivering assets aligned to sprint timelines.

AWARDS & RECOGNITION

Top 15 National — Talent Land Hackathon || CuidaRonald — Support Platform for Families of Hospitalized Children

2026

- Competed as the **only family-based team** in the hackathon — a clinical psychologist, a systems engineer, and myself as Product/UX Designer — shipping a full PWA in a **48-hour sprint**.
- Owned end-to-end UX/UI design and AI orchestration for **3 functional modules** (guided breathing, emotional journaling, and support resources), validating every screen live with a licensed psychologist to eliminate anxiety-inducing patterns.
- Shipped **200+ files** to a production-ready PWA with privacy-by-design AI handling, placing **Top 15 nationally** among competing teams.

SUPPLEMENTARY EXPERIENCE

Robotics & Technology Instructor || Private School

2023 – 2024

Designed curricula for ~300 students across skill levels, translating complex technical concepts into clear, step-by-step learning experiences — strengthening facilitation, instructional design, and user-centered communication skills.

Active Member || Design Buddies Community (15,000+ designers)

2024 – Present

Participate in formal design critiques and peer reviews on user flows, visual design, and case studies, sharpening design rationale and stakeholder communication.

EDUCATION & CERTIFICATIONS

B.S. in Computer Systems Engineering — Colegio San Carlos (IPN-accredited), 2021 • GPA: 9.63/10

Certifications: Google UX Design Professional Certificate (Coursera) • UX Design Program — EBAC • Web Accessibility Specialist, WCAG 2.2 (edX) • Design Thinking (Udemy)

SKILLS

Figma | Auto Layout, Interactive Prototyping, Variables, Components & Variants, Design Tokens, Shared Libraries, Dev Mode

UX Theory | Nielsen Heuristics, Information Architecture, Card Sorting, Tree Testing, Task Flows, Mental Models, Laws of UX

Design Systems | Component-Driven Design, Atomic Design, Design Tokens, Technical Documentation, Style Guides, Scalability

Research | User Interviews, Moderated Usability Testing, Heuristic Evaluation, Personas, Journey Maps, A/B Testing, Contextual Inquiry

Methodologies | Design Thinking, Scrum, Kanban, Lean UX, Double Diamond, Jobs to Be Done

Development | HTML5, CSS3/SCSS, JavaScript, React, Next.js, Vue 3, Three.js, Git, Vercel

AI Tools | ChatGPT, Claude Code, Google AI Studio, Gemini, Figma AI (Make), v0, Stitch, MCP Integration

Languages | Spanish (Native) • English (Professional, B2+)