Markus Ricardo

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UX Designer at SmartAsset
New York City, NY Jan. 2022 - Present

- Elevate design solutions across a variety of web pages and financial technology tools with the goal of lifting conversion and click rates, increasing brand equity, and improving the user experience.
- Conduct competitive research, user testing, and broader-team design discussions to inform product solutions, product roadmap planning, and C-suite decision-making.
- Champion the concepts of human centered design using Figma and the Adobe suite to produce the relevant digital deliverables from personas and concept sketches to shareable prototypes and user surveying results.
- Collaborate with engineering teams to implement designs and collaborate on an infrastructure that will sustain the future of each product and the developing design system.
- Implement CSS styling and Full Stack A/B or multivariate tests with Optimizely.
- Ensure compliance to accessibility standards and legal guidelines for all the relevant financial products.
- *Funnel Implementations*
  - Improve the funnel experience across user groups - with a cumulative 15%/$1M estimated monthly revenue impact.
  - Adapt the experience of the partnered segments helping them grow to over $200k monthly recurring revenue.
- Investment Platform Widget
  - Redesigned an online widget to integrate the evolving landscape of personal investment platforms.
  - Collaborated with sales and marketing teams to optimize functionality with budget pacing practices.

UX Design, Information Architecture at The Inccubator
New York City, NY Dec. 2020 - Mar. 2021

- Redefined the features and content strategy of a multicultural social and professional networking platform through iterative cycles of user research, design, and testing.
- *Social Media Redesign*
  - Researched and worked through user flows, site maps, wireframes, and prototype testing. Prototyped using Figma and conducted user interviews and usability tests, starting with the client's beta site.
  - Synthesized interviews and usability tests to redesign website onboarding, content page layouts, personal profile page, and global navigation scheme.

Engineering Designer at Island Exterior Fabricators
New York City, NY Jan. 2019 - Aug. 2020

- Designed panelized building facades and managed their production - working around atypical building conditions, outlining fabrication instructions, and managing material orders for the production schedule.
- Provided iterative guidance to the manufacturing and management teams in order manage the resource purchasing and production of over 1,800 panels with over 100 unique types and 100s of individual parts.

Education

- **General Assembly** - UX Design Immersive - Aug-Oct 2020
- **Rensselaer Polytechnic Institute** - B.S. Mechanical Engineering - Dec 2018
  Minors in Psychology and Graphic Design - GPA 3.3
- **Brooklyn Technical High School** - Industrial Design - 2013

Skills and Software

- Prototyping, Usability Testing, Research Synthesis, Wireframing, User Flow, Behavioral Analysis, HTML/CSS, Graphic Design, Product Sketching, Technical Drawing, 3D Modeling
- Figma, Mixpanel, Jira, Usertesting.com, Google Analytics, Optimizely, Microsoft Excel, Adobe Illustrator, The Internet