Ricardo Cabral
Product Designer

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Summary

Ottawa-based passionate senior designer with over 10 years of experience designing human-centered data-driven, inclusive, accessible and ethical digital products

Experience

HumanSignal (Formerly Heartex) • Senior Product Designer

April 2022 - Current, Remote (Contract, Self-employed)

- I currently apply design thinking methodologies to conduct user research, usability testing and, perform visual design, leading a wide range of efforts and working with cross-functional teams and stakeholders, to improve the experience of data annotators, data scientists, machine learning engineers and, data labeling staff managers to help drive increased productivity, accountability, efficiency of manual and automated (Large Language Model)-driven data labeling operations powered by Label Studio Enterprise (SaaS) and Label Studio Community (Open Source)

BuildingLink.com • Product Designer (Level 3)

August 2021 - June 2022, Remote (Contract, Self-employed)

- I applied continuous discovery habits, employing a variety of design and research tools, to perform research, problem solving, visual design, and usability testing, leading the effort of improving the experience of day-to-day facility maintenance and of communication between properties and residents within a SaaS proptech platform for clients across US, Canada, Latin America, Australia and Ireland

Scotia Digital, Scotiabank • Senior UX Designer

May 2020 - August 2021, Canada (Contract, 24 Seven Talent)

- I applied design thinking processes, employing a variety of design tools, to perform user research, visual design, accessibility and usability testing, leading the effort of enhancing an accessible mobile experience for retail banking customers across Caribbean countries

Nest Wealth • Product Designer

January 2019 - May 2020, Canada

- Performed user research, prototyping, UI design and usability tests for a wide range of features of enterprise wealth management applications
- Collaborated in the creation of a design system and redesign of the end-user onboarding and administration experiences based on user research

Be A Part Of • Web Designer

May 2018 - December 2018, Canada

- Designed mockups, wireframes, prototypes, UI design and functional E-commerce (BigCommerce/WooComerce) Websites and Web applications
- Produced ad designs and animations as support content for customer E-commerce Websites and Social Media

CAMERI Solutions • CEO

July 2013 - March 2018, Dominican Republic

- Led an amazing team of specialists in UI design and software development in over 100 projects encompassing Web, mobile, digital and print ads, interactive animation, social media management, ad placement, SEO and consulting

Banco Popular Dominicano • Graphic Editor & Interactive Designer

October 2010 - June 2013, Dominican Republic

- Initiated, contributed and lead projects from concept to implementation encompassing UI design, motion design, interactive animations and corporate strategy presentations

Banco Popular Dominicano • Interactive Media Analyst

October 2010 - August 2012, Dominican Republic

- Redesigned and developed the Human Resources Intranet Website
- Designed the style guide for all internal application user interfaces and corporate presentations

Rubycom • Web Developer

March 2010 - September 2010, Dominican Republic

- Designed and developed corporate/business Websites
- Developed an internal CSS framework for all Web development projects increasing the efficiency of the development team

Skills

Research

Persona definition, journey mapping, interviewing, surveys, storyboarding, benchmarking

Design and prototyping

Visual design, sketches, wireframes, prototypes, design specs, accessibility annotation, motion design and branding

Usability testing

Remote and in-person moderated and unmoderated usability testing, A/B testing

Technical knowledge

HTML5, CSS3, JavaScript, SASS, LESS, jQuery, PHP, Wordpress, Bootstrap

Software

Figma, Sketch, Adobe XD, Photoshop, InVision, Balsamiq Mockups, After Effects, Git, HotJar, Miro, Useberry

Education

Bachelor in Graphic Design Class of 2011

Summa Cum Laude

Universidad APEC, Dominican Republic

Languages

English and Spanish