

Ricardo Adame

Product Designer

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PROFESSIONAL SUMMARY

Product Designer with 10+ years shipping end-to-end product experiences across fintech, health-tech, and other regulated, trust-sensitive domains in LATAM. Comfortable owning a problem from research through pixel-level execution, with the strategic range to work directly with C-level stakeholders when needed.

CORE SKILLS

Product Design: User Research, Product Strategy, Prototyping, Visual Design, Interaction Design, Prompt Engineering, AI Integration

Design Systems: Component Libraries, Design Tokens, Accessibility (WCAG), No-Code/Low-Code, QA

Leadership: Cross-Functional Collaboration, Stakeholder Management, Executive Communication, Mentorship, Culture Building

Domains: Fintech, Digital Payments, SaaS, B2B/B2C, E-Commerce, Health-Tech, Prop-Tech, Ed-Tech, AI

PROFESSIONAL EXPERIENCE

Beyond — Program Manager, Design, Strategy & Ops | Nov 2025 – Present

- Lead design strategy and operations for an embedded team serving a global technology enterprise client (engagement under NDA).
- Drive cross-functional alignment on design quality, process, and delivery across a multi-workstream program.

Independent Consultant — Fractional Product Design | 2025

Delivered end-to-end product design across three short-term, early-stage engagements in fintech, health-tech, and ed-tech, working directly with founding teams and C-level executives.

- **Blaze** (fintech, cross-border payments): Owned UX, visual design, and brand identity; repositioned the product from a social-first wallet into a functional money-movement platform spanning cash, USDC, crypto, and payment links across 90+ countries.
- **heva.co** (health-tech): Designed a specialist directory and a proto-LLM patient-context assistant to centralize fragmented patient records and lay the groundwork for in-platform payments.
- **Pandora's Way** (ed-tech): Led 0–1 product design for a family-tech platform end-to-end; validated the product model through a 300-family closed beta and defined product vision alongside executives.

EarnIn — Senior Web Designer | 2023 – 2024

- Directed a full website redesign unifying brand experience across web and app, in close collaboration with the executive team throughout.
- Evolved the Cheddar Design System into Cheddar Web and rebuilt the site as modular and CMS-driven, cutting new page delivery from a multi-week engineering dependency to an average of 2 days.

QuintoAndar (Benvi) — Senior Design Manager | Aug 2023 – Dec 2023

- Helped establish QuintoAndar's first international design team to support LATAM expansion.
- Led data-driven design iterations to adapt the rental platform for the Mexican market.

Clip — Product Design Manager & Lead Designer | 2022 – 2023

- Led hands-on design for the merchant wallet giving 100,000+ merchants instant access to earnings, eliminating a 3–5 day cash-flow delay — while also leading the design team behind Mexico's top merchant payments platform.
- Took direct ownership of the onboarding redesign after a team change mid-project, working closely with the Head of Design to simplify identity verification (replacing social login with phone-number-based sign-up) and ship the final experience.

- Improved internal tooling used by Clip's sales agents to streamline day-to-day workflows.
- Expanded the design team through hiring and career development initiatives.

Hola Cash — Head of Product Design | 2021 – 2022

- Led the design team for Mexico's first AI-powered anti-fraud platform.
- Built processes to accelerate time-to-market, improve cross-functional collaboration, and support team growth.

Eden — Head of Design | Mar 2021 – Nov 2021

- Led product and brand design for a LATAM AI healthcare platform, designing Eva PACS end-to-end for the region's real clinical constraints (aging hardware, non-4K monitors, high-fatigue shift patterns).
- Processed 70,000+ studies within months of launch and established design systems and frameworks used across the platform.

Nubank — Senior Product Designer | 2019 – 2021

- Designed the end-to-end funnel for Nubank's first digital banking product in Mexico, from first web contact to mobile registration.
- Drove 120,000 customer acquisitions in year one, 1.6× a deliberately conservative, pandemic-era target, while cutting signup time from minutes to seconds.

Conekta — Senior Product Designer | 2017 – 2019

- Enhanced a digital payments platform for brands including Amazon and Samsung.
- Redesigned product, marketing, and checkout experiences, increasing transaction volume and supporting financial inclusion; contributed to a brand refresh.

Facturama (FreshBooks) — Designer and Frontend | 2013 – 2017

- Built one of Mexico's leading SME invoicing and accounting platforms from scratch, scaling from a handful of clients to thousands of users.
- Led design across web, native apps, branding, and marketing.