

Ricky Romero

Designer and Frontend Engineer

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A seasoned product designer, prototyping new experiences in high fidelity through code.

Skills

Interaction design: Wireframing, prototyping, user research, design critique

Visual design: Figma, Sketch, Photoshop, Illustrator, Blender

Frontend development: React hooks, Framer Motion, HTML/CSS/JS, responsive design

Accessibility: Level 2 Intuit Accessibility Champion

Experience

Aug 2017 - Principal Design Technologist

Mar 2022 Intuit, Mountain View

Highly strategic initiatives for QuickBooks Online (QBO).

- **Architected visual & interaction design** for QuickBooks Live Accountants, with special considerations for machine learning features
- **Presented to teams on educational topics**, including Designing Better AI-Driven Experiences and Building Browser Extensions
- **Built production frontend components** for tools to help small businesses manage sales across Etsy, Shopify, eBay, and others
- **Designed core interactions for QuickBooks Mexico**, including special considerations for "stamping" invoices for the local tax authority
- **Led design, prototyping, and development for dark mode** at scale for QBO

Apr 2016 - Senior Design Technologist

Aug 2017 Intuit, Mountain View

- **Architected semantic styling foundations** for visual consistency within Intuit's products
- **Contributed directly to QBO's JavaScript** source code, helping engineers move faster

Mar 2008 - Senior Visual/Interaction Designer

Apr 2016¹ Intuit, Mountain View / Menlo Park

- **Designed key properties on intuit.com**, including main nav, front page, and m.intuit.com
- **Boosted conversion with targeted interaction design improvements** to the QBO signup form, with responsive design and customizations for worldwide markets
- **Modernized design processes** for touchscreen smartphones

¹ Includes 15 months of contract work through ICon Professional Services

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Previous **User Experience Design**, Yahoo!
Frontend Development, Yahoo!
Widget Gallery Administrator, Pixoria
Web Designer and Developer, CityStar Group

Education

2000 - 2022 **Self-educated**
I taught myself everything I know about visual design, interaction design and frontend engineering through curiosity, reverse engineering, and carefully observing the best in the field. This unconventional approach makes me a fast learner.

2020 **iOS & Swift - The Complete iOS App Development Bootcamp**
Udemy certification