

# Ricky Romero

## Designer and Frontend Engineer

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

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## 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

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## 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
- **Singlehandedly designed, prototyped, and developed 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 2016 <sup>1</sup> 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

<sup>1</sup> 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  
**Chief Information Officer**, CityStar Group

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## 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