



Ricard Lázaro

Product Designer | UX/UI Designer

I'm a curious designer who enjoys learning, solving problems, and creating simple, meaningful experiences.

📍 Barcelona

🌐 <https://ricardlazarro.com/>

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Education

- 2020 - 2023
Master's in Interaction Design and User Experience (UX/UI)
Universitat Oberta de Catalunya
- 2014 - 2016
Higher Degree in Design and Editing of Printed and Multimedia Publications
Salesians de Sarrià
- 2009 - 2013
Bachelor's Degree in Geography
Universitat de Barcelona

Skills

- UX research.
- Usability evaluation.
- Information architecture.
- Wireframing y prototyping.
- UX strategy.

Design systems:

- Design Tokens & styles.
- Component libraries.
- Responsive components.
- Variables.
- Documentation.

Tools

- Figma | Sketch.
- Adobe: Photoshop | Illustrator | InDesign | After effects | Premiere..
- IA: Midjourney | ChatGPT | Claude.
- HTML | CSS | Wordpress.

Languages

- English (B2).
- Spanish (Native).
- Catalan (Native).

Experience

Product Designer | August 2023 – March 2026

North (Digital Product Agency) - Client: Cupra & Seat

- Drove product improvement opportunities through **UX research and market analysis**, translating **insights** into **design strategies**.
- Defined **information architecture** and **user flows**, improving **content hierarchy** and **navigation efficiency**.
- Contributed to **prototype validation** by preparing **usability tests** and **analyzing results** to inform design improvements.
- Ensured the **consistency** and **scalability** of the **Design System** through its **maintenance** and **continuous evolution**.
- Designed **user interfaces**, **reusable components**, and **icons**, enabling faster and more efficient implementation by the **development team**.

Product manager (Interim) | October 2025

North (Digital Product Agency) - Client: La Caixa

- Conducted **market research**, **data extraction**, and **data analysis**, producing reports that generated actionable insights to support **strategic decision-making**.

Graphic Designer | March 2017 – August 2023

TresPuntZero (Point-of-Sale Design Agency)

- Designed **graphic assets**, **motion graphics**, and **video content** for **multichannel advertising campaigns**, including point-of-sale materials.
- Produced **3D models** and **photorealistic renders** to communicate design concepts in a visually engaging and accessible way.

Graphic Designer | May 2016 – March 2017

Learnova (E-learning Startup)

- Designed **motion graphics and infographics** for e-learning content, enhancing information comprehension.
- Designed the **corporate website and multichannel marketing assets**, ensuring **consistent visual communication**.

Graphic Designer | October 2015 – May 2016

Barcelona City Council

- Designed and adapted **institutional and municipal communication campaigns**.