Rico Lavender

Sr. Product Designer | Enterprise-Level UI/UX Design | Ex-Meta, American Express & Lifelock
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CAREER SUMMARY

Senior Product Design Leader and Consultant with 10+ years of experience in end-to-end UX/UI design for complex, enterprise-level SaaS, FinTech, and B2B/B2C platforms. Proven expertise in guiding cross-functional teams through human-centered design and Agile methodologies, delivering scalable, intuitive digital experiences. Adept at leveraging AI-driven tools and research insights to optimize workflows, drive user engagement, and achieve measurable business outcomes. Runs his own ventures in the fashion and music industry as owner and co-owner, respectively, focused on growth, marketing, and strategy.

SKILLS

Design & User Experience:
Enterprise UX/UI Design, B2B/B2C System Design, SaaS Product Design, FinTech UX, AI-Driven Product Experiences, User Research & Usability Testing, Information Architecture, Interaction Design, Visual Design, Design Systems, Responsive Web Design.

Tools: Figma, Auto Layout, Variables, DevMode, Responsive Prototypes, FigJam, Linear, Slack, Notion, Jira, Trello, AI Design Tools (Perplexity AI, ChatGPT, Zapier AI Workflows, n8n AI workflows, Make AI workflows, HTML5, CSS, Webflow, Shopify, Squarespace.

Methodologies & Principles:
Human-Centered Design, Agile & Scrum Methodologies, Design Thinking, Product Strategy & Vision, User Advocacy, Data-Driven Design, Design Leadership, Remote Collaboration, Cross-functional Team Facilitation, Accessibility Principles.

WORK EXPERIENCE

Senior/Lead UX Designer | *Progress Residential* | 2024 - Present

- Lead end-to-end UX design for rental marketplaces and management platforms, streamlining workflows for renters, landlords, and property managers using AI to ensure intuitive experiences.
- Developed user-centered design approaches informed by rigorous user research, usability testing, and behavioral insights, effectively aligning design initiatives with key business objectives.
- Facilitated design workshops and strategy sessions with cross-functional teams, integrating human-centered design and Agile methodologies to drive innovative solutions.
- Redesigned listing cards that increased engagement by 2% across all of our users; designed a mobile-friendly product description page, which increased users applying for a home by ~3%

Freelance UI/UX Designer | *Entrepreneur* | 2021 - Present

- Execute end-to-end product design projects for financial institutions, SaaS companies, startups, and more, delivering strategic solutions that drive client business impact.
- Manage full product lifecycles, from strategy and design to client partnerships, leveraging strong communication and integrating AI tools to enhance the design process.
- Collaborate with diverse teams to align cross-functional UX patterns, design systems, and responsive web design, ensuring scalable and seamless user experiences.

Contract Product Designer, Growth | *Meta - Instagram* | 2023

- Strategically hired for a high-priority, global UX initiative to resolve critical transparency issues regarding user content posting across Instagram and Facebook.
- Redesigned cross-platform privacy controls with more intuitive content visibility for millions of users.
- Executed data-driven, high-velocity design strategies, leveraging UX best practices to drive a 45% improvement in user sentiment and clarity on content privacy settings.

Product Designer, Growth | *Meta - Facebook Marketplace (Seller Experience)* | 2019 - 2021

- Designed and launched the bulk listing tool for sellers on Facebook Marketplace, automating repetitive tasks and enabling multiple item listings, significantly improving seller efficiency.
- Redesigned the mobile seller onboarding process with Quick Post, streamlining listing creation and driving a 4% monthly increase in Marketplace usage and engagement, and overall users tripled over the 2 years I was on the team.
- Developed enterprise-level e-commerce solutions and seller tools that optimized complex workflows, improving scalability, efficiency, and overall seller experience.

Design Manager, Marketplace Experience | *Sibi, Inc.* | 2018 - 2019

- Provided mentorship to junior designers and championed a growth-driven, user-focused design culture, driving continuous improvement across the platform.
- Optimized complex workflows (e.g., warranty registration, installation scheduling, returns) to reduce friction and improve post-purchase satisfaction.
- Introduced and migrated design operations to Figma, improving overall buyer and seller digital user experience through enhanced prototyping and execution of creative concepts.

Senior User Experience Designer | *American Express* | 2017 - 2018

- Improved user engagement and app navigation by integrating incremental design improvements to the online card management tool, decreasing user drop-off rates by 15% during customer onboarding.
- Utilized quantitative & qualitative research methods to inform UX design decisions, contributing to a 43% decrease in customer complaints related to frustrating navigation flows.

Product Manager / Designer | *Ownzones* | 2016 - 2017

- Led product design and strategy, increasing user engagement 20% across 2 mobile apps & a TV app.
- Managed daily stand-ups with distributed teams across Europe, ensuring on-time feature delivery.

Senior UI/UX Web Designer | *Norton Lifelock* | 2015 – 2016
Contract User Experience Designer | *Substantial* | 2014 – 2015
Senior Graphic Designer | *Pearson Education* | 2013 – 2015
Digital Designer | *Secure Medical* | 2012 – 2013
Front-end Web Developer, Designer | *Intrepid Networks* | 2011 – 2012
Freelance Web/Graphic Designer, Video Production Artist | *Alpha Omega Publications* | 2003 – 2010

EDUCATION

Bachelors of Science, Computer Information Science | *Devry University* | 2003
Certificate of Multimedia Design | *Collins College* | 2003