RICO LAVENDER

Senior Product Designer · Design Systems · Mobile & Web · Figma to Production

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SUMMARY

Senior product designer with 12+ years partnering with founders, product leaders, and engineering teams to design and ship end-to-end digital products across web and mobile. Deep experience in design systems — from authoring component libraries, tokens, and documentation from scratch to contributing modular components adopted across multiple product lines. Expert in Figma (variables, conditional logic, interactive prototyping, design system authorship). I integrate generative AI tooling into design workflows where it accelerates quality, and I'm comfortable working in ambiguous problem spaces alongside cross-functional teams. Available for senior contract and fractional engagements — remote.

SELECTED CLIENT ENGAGEMENTS

Meta (Instagram & Facebook) · Ox · Desert Financial Credit Union · HyperOS · Progress Residential · American Express · NortonLifeLock

ENGAGEMENTS

Senior Product Design Consultant · Drawbackwards *Nov 2025 – Present*

Design agency delivering product and brand work for enterprise and venture-backed clients.

- Contribute to the agency's generative AI design practice, delivering AI-augmented client work including an AI-designed musician website.
- Lead design for HyperOS, a data center infrastructure startup, shaping product direction alongside founders and engineering.

Senior Product Designer · Progress Residential *2024 – 2025*

Digital rental platform serving 20,000+ active applicants, primarily distributed through Zillow.

- Redesigned core rental marketplace features from concept to production across web and mobile, balancing brand vision with usability at scale.
- Owned end-to-end redesign of the applicant experience during a period when application volume grew ~30%, untangling a multi-step flow into a clear, intuitive journey that reduced drop-off and improved task completion.
- Ran unmoderated usability tests in Maze and interpreted FullStory behavioral session data to identify friction points and validate design iterations.

Founding Designer · Ox *2023 – 2024*

Generative AI upskilling platform for customer-facing teams, distributed via the Zoom marketplace.

- Built a complete design system from scratch, including component library, tokens, and documentation, to support rapid product development across two applications.
- Designed the Zoom marketplace application that delivers real-time AI coaching during customer calls, shaping the core in-meeting experience.
- Partnered directly with founders and engineering to define interaction patterns and ship a cohesive 0→1 product still operating today (ox.work).

Contract Product Designer, Privacy & Transparency · Meta — Instagram *2023*

Cross-platform privacy and transparency experiences affecting hundreds of millions of Instagram and Facebook users.

- Translated behavioral research and quantitative data into modular design components adopted into the broader design system and used across multiple product lines.
- Restructured a deeply fragmented privacy settings architecture into a single coherent, trustworthy interface that launched across both Instagram and Facebook.

Contract Product Designer, Marketplace · Meta — Facebook Marketplace *2019 – 2021*
Seller-side experience design on one of Meta's highest-growth consumer products.

- Owned and shipped the Bulk Listing Tool from concept to production, a complex workflow tool for high-volume sellers that contributed to a 30% increase in listing volume and helped sellers meaningfully scale their offerings.
- Redesigned seller onboarding through a fractional test called Quick Post, a simplified listing flow whose learnings informed subsequent shipped design work and contributed to ~25% growth in seller activation during my tenure.

Founding Design Manager, Marketplace Experience · Sibi, Inc *2018 – 2019*
Online bulk ordering marketplace for Multi-family Resident builders, and commercial building owners.

Contract Senior User Experience Designer · American Express *2017 – 2018*
Online card management platform serving millions of U.S. cardmembers.

- Designed financial product surfaces across card management, transaction history, Membership Rewards redemption, disputes and fraud alerts, account settings, and payment flows.
- Redesigned core navigation and onboarding task flows, increasing task completion from 63% to 78% and reducing onboarding drop-off by 15%.

ADDITIONAL EXPERIENCE

Contract Product Designer & Manager (Entertainment & Media Industry) · Ownzones | Senior UI/UX Web Designer · NortonLifeLock | Contract UX Designer · Substantial | Senior Graphic Designer · Pearson Education | Senior Digital Designer · Secure Medical

SKILLS

DESIGN SYSTEMS & CRAFT Design system authorship · Component libraries · Design tokens · Expert Figma (variables, conditional logic, interactive prototyping) · Interaction & visual design · Information architecture · Typography, layout & hierarchy · End-to-end product design (0⟶1 & iteration)

PLATFORMS & PRODUCTION Mobile & tablet design · Responsive web design · Cross-platform design · HTML/CSS production delivery (no handoff) · React (working knowledge) · Engineering collaboration & DevMode workflows · Familiar with accessibility and multilingual considerations

AI & AUTOMATION Generative AI design tooling · AI-augmented design workflows · No-code automation (n8n, Zapier) · API-aware design thinking

RESEARCH & DATA Unmoderated usability testing (Maze) · Behavioral session analysis (FullStory) · Google Analytics · UX research & insight synthesis · Rapid iteration & experimentation

COLLABORATION Cross-functional team leadership · Founder & stakeholder partnership · Design sprint facilitation · Remote-first async workflows · Figma, FigJam, Notion, Jira, Confluence, Google Workspace

EDUCATION & CREDENTIALS

B.S. in Computer Information Systems · DeVry University | Certificate in Multimedia Design