

Ricardo Portocarrero

Design Director

hello.arpeg@gmail.com
+1 (612) 964-5326

Portfolio
www.arpeg.work

Results-driven design leader operating at the intersection of digital product and brand, with over a decade of experience delivering best-in-class digital experiences across Latin America, Europe, and the U.S.

Trusted by a broad spectrum of clients - from emerging businesses to global enterprises - I bring a rigorous, user-first approach to UI design, visual design, UX strategy, design systems, and brand experience. My work combines craft precision with strategic thinking to translate complex challenges into cohesive, high-impact digital products.

I have contributed to launching interactive experiences and digital products for world-class brands including Apple, PayPal, Delta, Verizon, McAfee, Eli Lilly, YETI, State Farm, Cisco, Albertsons, and more.

About

Taller Cinco Centro de Diseño

Bachelor's in Graphic Design
Bogotá – Colombia
2007

Languages

- English - Fluent
- Portuguese - Fluent
- Spanish - Native

Skills

- Interface design (UI)
- Experience design (UX)
- Brand strategy
- Visual systems
- Creative direction
- Art direction
- Branding
- Leadership
- Editorial
- Team Management

Outside Interests

- Brazilian Jiu-Jitsu
- Capoeira
- Hiking
- Tech
- Coffee
- Cycling
- Video games

Experience

Apple Inc | via Magnit

– Art Director, Interactive Experiences
Sunnyvale, CA
2025 - [Ongoing contract]

R/GA

– Freelance Design Director
New York City, NY
2024 - 2026 - [Contract]

Instrument

– Freelance Design Director
Portland, OR
2025 - [Contract]

Eli Lilly - Incubation Lab

– Principal Designer
Indianapolis, IN
2024 - 2025

AKQA New York

– Associate Design Director
New York City, NY
2022 - 2024

Y Media Labs

– Senior Product Designer
Redwood City, CA
2020 - 2022

McClennan Masson

– Senior Digital Designer
New York, NY
2017 - 2022 [Contract]

McKinsey & Company

– Senior Digital Designer
São Paulo, BR
2020 - [Contract]

SmartBank | The Hive Brazil

– Senior Digital Designer
São Paulo, BR
2019 - [Contract]

I&Co | Innamoto & Co

– Lead Designer
Brooklyn, NY
2018 - [Contract]

Y Dreams Global

– Senior Digital Designer
Rio de Janeiro, BR
2017 - [Contract]

Sancho BBDO

– Group Creative Director
Bogotá, CO
2014 - 2015

Geometry Global

– Digital Art Director
Rio de Janeiro, BR
2014 - [Contract]

Xaga

– Digital Art Director
Buenos Aires, AR
2011 - 2012

Bridger Conway

– Art Director
Buenos Aires, AR
2010 - 2011

Craverolanis

– Art Director
Buenos Aires, AR
2009 - 2010

Energia Young & Rubicam

– Junior Art Director
Bogotá, CO
2008 - 2009

G2 | GSP

– Associate Designer
Bogotá, CO
2006 - 2007