

ricardo portocarrero is a designer and creative director with 18+ years of experience across digital product, UX, art direction, product development, and branding.

his multidisciplinary approach reflects the ability to create holistic experiences at scale and drive business impact through clear vision, craftsmanship, and operational excellence.

contact

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experience

apple inc | via magnit
art director, interactive
experiences at marcom
2025—now

descomplica
product designer
2017, contract

skills

creative / art direction
interaction design
product strategy
interface design
systems thinking
rapid prototyping
user centered design
brand development
design systems
0→1 product development
cross-functional leadership

r/ga new york
design director
senior visual designer
2024—2026, contract

y dreams global
digital art director
2016, contract

masson nyc | mcclennan masson
design consultant
senior product designer
2017—2026, contract

sancho bbdo
group creative director
2014 - 2015

instrument
associate design director
senior product designer
2025, contract

geometry global
digital art director
2014, contract

freelance digital art director
skidun, art plan, agência3
2012 - 2014, contract

software

figma, sketch, photoshop,
illustrator, after effects,
indesign, principle, notion,
jira, confluence, html, css

incubation lab at eli lilly
principal designer
via design citizen
2024—2025, contract

xaga
digital art director
2011 - 2012

education

taller cinco
centro de diseño
bfa, graphic design
2003 - 2007
bogotá, colombia

akqa new york
associate design director
2022—2024

antiestático
senior art director
2011, contract

y media labs
senior product designer
2020—2022, contract

bridger conway
senior art director
2010

languages

english - fluent
portuguese - fluent
spanish - native

mckinsey & company
senior product designer
2019—2020, contract

craverolanis btl
art director
2009

clients

apple, paypal, mcafee,
verizon, delta, sunrun,
albertsons, state farm,
champion, yeti, audible,
theory, asics, cisco,
quilmes, pepsi

smartbank | the hive brazil
senior product designer
2019, contract

energia young & rubicam
art director
2008 - 2009

i&co | innamoto & co
design lead
2018, contract

g2 | gsp
associate designer
2006 - 2007, part-time