RICARDO L. DE AZÚA

Product Design Leader / Creative Leadership

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SUMMARY

I lead product design teams that ship work that matters — building high-performing cultures where designers own outcomes and great work is expected. 15 years of experience across Disney, Universal, Travel + Leisure, and Asurion leading complex, high-stakes products for customers and the experts who serve them. I stay close to the craft, lead with curiosity, and build teams where designers feel safe enough to challenge the direction — because that's where the best work comes from.

EXPERIENCE

SENIOR MANAGER - PRODUCT DESIGN │ ASURION   MAY '22 – PRESENT

Leading a teams of designers across two product domains: in-store operations and experience for 680+ uBreakiFix locations nationwide, and a growing team supporting tech support tools for 10,000+ call center and claims experts.

In-Store Operations & POS (2022–2025)

- Led a team of 4 designers to redesign and re-platform the core in-store POS and job management system — cutting technician training time by 50% and reducing new partner onboarding from 2 months to 1 week.
- Drove full rollout to all 680+ corporate stores by January 2026, delivering faster customer check-in, streamlined repair management, and a configurable platform that onboards new partners like Amazon and AT&T in days instead of months.
- Established design principles that aligned product, engineering, and operations teams — still the north star for every feature and roadmap decision today.
- Shifted design from a service function to a strategic partner — regularly consulted on executive presentations, roadmap strategy, and org-level decisions.

Tech Support Tools (2025–Present)

- Leading vision and design for an AI-powered workspace for 10,000+ call center and claims experts — defining design principles, establishing an AI guidance methodology, and driving cross-functional alignment around a user-centered product direction.
- Exploring gamification mechanics — including goal streaks and performance-based feedback loops — to drive expert performance and reinforce positive behavioral patterns through daily workflows.
- Designing simplified performance experiences that translate complex metrics into intuitive, scannable summaries — giving experts clearer visibility into their goals and earnings than existing dashboards allow.
- Conducting direct field research through expert interviews and call center shadowing to ensure AI-assisted workflows reflect how people actually work.

PRINCIPAL PRODUCT DESIGNER │ ASURION   OCT '21 – MAY '22

Design lead for Asurion's in-store operations and experience domain.

- Designed and launched the In-Store Claims Kiosk — reducing claim resolution time from 45 minutes to under 10, enabling 10,000+ customers per month to self-serve at repair locations, and generating $100K+ in call and chat deflection savings.
- Piloted across 20 stores to validate form factor and experience, then scaled to all corporate locations based on results.
- Collaborated with a motion designer on an in-app idle state and partnered with the marketing design team to align on in-store signage — increasing product visibility and driving customer engagement at the point of repair.
- Conducted appointment research to identify friction in the scheduling experience and reduce missed appointments, improving overall customer experience at the store level.

LEAD PRODUCT DESIGNER │ TRAVEL+LEISURE CO   DEC '19 – OCT'21

Managed a team of 2 designers for the industry's largest vacation ownership company, serving 809,000+ club owners across 270+ resorts.

- Designed the Club Wyndham Vacation Planner — a personalized, quiz-style discovery tool helping 809,000+ vacation club owners find and book destinations across 270+ resorts, with separate flows for members and prospects.
- Redesigned the member loyalty status experience — improving benefits and tier visibility on the account page, sign-in menu, and tier education flows — driving increased status upgrades.
- Led the design and adoption of Figma across the product design organization — overcoming leadership resistance to cloud-based workflows and establishing a new collaborative standard for the team.
- Managed 2 designers, reviewed work from an external agency team, and collaborated with user testing to validate concepts using high-fidelity prototypes.

SENIOR UI/UX DESIGNER │ DISNEY PARKS, EXPERIENCES & PRODUCTS   MAY '19 – DEC '19

Senior IC designer building tools for Cast Members at Walt Disney World Resort and beyond. Team grew from 2 to 4 designers during tenure.

- Designed the Guest Service Suite — replacing 60+ disconnected applications with one responsive tool, improving Cast Member efficiency by ~25% across 5 parks and achieving 80% positive Cast response at launch.
- Led design on Guest Interaction Tracking — enabling Cast Members to log interactions and review guest history with views optimized for speed and flexibility across mobile and desktop.
- Worked in a highly collaborative, agile environment delivering operational tools at theme park scale for 30,000+ Cast Members.

DIGITAL ART DIRECTOR │ UNIVERSAL ORLANDO RESORTS   MAR '18 – MAR '19

In-house creative and UX lead for Universal Orlando's digital properties.

- Led the mobile-first redesign of the Halloween Horror Nights website — simplifying ticket options from 7 to 2 and driving double-digit growth in online ticket sales, contributing to record-breaking event attendance.
- Collaborated with Creative and Art Directors across advertising and marketing to deliver a cohesive cross-channel brand experience.
- Led accessibility remediation across Universal Studios Hollywood and Universal Orlando Resort, ensuring WCAG compliance for all users.

SKILLS & TOOLS

LEADERSHIP & STRATEGY

- Design Org Building & Culture
- Cross-functional Leadership
- Design Systems Strategy
- Stakeholder & Executive Alignment
- OKR & Roadmap Planning
- Agile Methodology

TOOLS & CRAFT

- Figma, FigJam, Figma Make, Figma Slides
- AI-augmented Workflows (Cursor, v0)
- Prototyping & Service Design
- Enterprise UX & Consumer Product
- Visual Design & Brand Systems
- Fluent in Spanish

EDUCATION

BFA │ RHODE ISLAND SCHOOL OF DESIGN (RISD) │ '98 – '02

LEADERSHIP TRAINING PROGRAM │ HARVARD MANAGE MENTOR │ 2014

WHITE BELT LEADERSHIP TRAINING │ ASURION │ 2024