

Claudia Ruiz

Product Designer

[in](#) in/claudiaux
[GitHub](#) ClaudiaRuizUX
[Gmail](#) claudiaruizux.ga
[Twitter](#) @ClaudiaRuizUX
[Email](#) claudiaruizux@gmail.com
[Location](#) Sydney AEDT | Can Relocate

Hello, I am Claudia Ruiz and currently working as a product designer and researcher for Australia's largest data company in the real estate and banking industries. With a solid background in graphic design, I moved to product design and now mastering emerging technologies.

My experience (10y+) spans from startups to large organizations in the media and finance industries, in which I am responsible to plan, execute and collect robust data to drive and implement design decisions in order to balance the best level of quality with quick releases to continue the measure-improve cycle, according to an agile Silicon Valley-style methodology

I stay fascinated by the interdisciplinary nature of the field that combines ecosystems, human factors, and emerging technologies; through my experience practicing design, I have acquired the skill to build the right design cases through a sound holistic understanding of people, technology, and systems.

Today my goal is to contribute with my expertise and passion to a very cool team devoted to meaningful projects that support decentralization.

Partners & Clients



Claudia Ruiz

Product Designer

Experience

CoreLogic | Product Designer

Jun 2017 - Present | Sydney, Australia

Initially, I started working as a solo designer partnered with Pivotal Labs. We set up a Silicon Valley-style **agile user research and the foundations for design** across a variety of CoreLogic's products. I have been involved in repositioning the brand by designing complex greenfield products for the property valuation industry that helped our client to speed the loan process and **secured investments** throughout 2019-2020. Currently setting the foundation for the design systems.

The Link Group | UX Designer

Oct 2015 - Jun 2017 | Sydney, Australia

Designed and validated products workflows for a fund management system. We improved user flows and experiences so people engaged and **connected better** with their assets while making informed decisions.

The New Zealand Herald | Senior Product Designer

Feb 2011 - Sept 2015 | Auckland, New Zealand

I worked as a solo designer and developer supporting editorial. I created **data visualizations for public accountability** and interactives for storytelling that helped the user filter out the noise by focusing on the data. I won the recognition and award as the best innovation in New Zealand in 2012.

Moko Digital | Visual Designer & Developer

Nov 2009 - Dec 2010 | Auckland, New Zealand

I interviewed customers to **understand their needs**, designed and developed solutions for their digital presence.

Trio Group | Multimedia Designer


Apr 2007 - Nov 2009 | Auckland, New Zealand

I designed sites to translate print content to digital media.

Languages

Spanish, Portuguese & English

 in/clauidiaux

 ClaudiaRuizUX

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Education & Courses

Fundamentals of Bitcoin

Pomp's Crypto Academy | 2021

Foundations in Design Thinking

IDEO | 2020

Service Design

Academy Xi | 2020

Decentralised Experiences

Academy Xi | ConsenSys | 2019

Psychology (Single Subject)

Swinburne University | 2016

Design Systems

Nielsen Norman Group | 2016

UX & Research

Billy Blue College of Design | 2015

Diploma in Digital Media (with distinction)

Media Design School | 2008 - 2010

Awards

Financial App of the year

MAX Awards | 2017

Best Innovation in Multimedia

Canon Media Award | 2012

Student Panel Board

Media Design School | 2011