




Claudia Ruiz


Product Designer & Researcher

 claudiaruizux.ga/cases

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 Sydney AEDT | Can Relocate

Hello, I am Claudia Ruiz and currently working as a product designer for a data company in the real estate and banking industry. I started on the field as a graphic designer then moved from web development to UX designer to now learning emerging technologies.

My experience (10y+) spans from startups to large organizations in media, fintech and big data, I tend to prefer using data to drive design decisions while balancing the best level of quality with quick releases to continue the measure-improve cycle.

Through my time practicing design, I have come to understand that building the right design case comes from a holistic understanding of people, technology and systems. I stay fascinated by the interdisciplinary nature of the field, human factors and emerging tech. Today my goal is to work on a meaningful project with a cool team.

Worked for, with or at




Now Exploring



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CoreLogic | Product Designer

Jun 2017 - Present | Sydney, Australia

Leading Australia & New Zealand product design. A mix of workshops, research and co-design activities. I've repositioned the brand and influenced development of greenfield products for the valuation and banking industry.

The Link Group | UX Designer

Oct 2015 - Jun 2017 | Sydney, Australia

Designed and validated products and services workflows for a fund management system and a superannuation platform.

The New Zealand Herald | Senior Product Designer

Feb 2011 - Sept 2015 | Auckland, New Zealand

Worked collaboratively with reporters to explore new ways to cover new stories with emerging technologies.

Moko Digital | Visual Designer & Developer

Nov 2009 - Dec 2010 | Auckland, New Zealand

Interviewed customers to understand their needs to explore design and develop solutions for their digital presence.

Trio Group | Multimedia Designer

Apr 2007 - Nov 2009 | Auckland, New Zealand

Design and front-end development.

Education & Courses

Foundations in Design Thinking

IDEO | 2020

Service Design

Academy Xi | 2020

Blockchain: Decentralised Experiences

Michael Walker (ConsenSys) | 2019

Psychology (Single Subject)

Swinburne University of Technology | 2016

UX Certification & Design Systems

Nielsen Norman Group | 2016

User Experience Design & Research

Billy Blue College of Design | 2015

Diploma in Digital Media (with distinction)

Media Design School | 2008 - 2010

Awards & Positions of Trust

Best Use of Data

NZBIA Innovation Award | 2020

Best Innovation in Multimedia

Canon Media Award | 2012

Student Panel Board

at Media Design School | 2011