

Claudia Ruiz, Product & Service Designer

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Hello, I am a designer. Lately, I have been working on the experience of digital products but my formation is in visual design & arts. Back in 2006, I used to code and build websites giving me more than 10 years of experience in the field.

I simplify complex experiences for people that deal with services and products.

I do this by reaching enough understanding of the problem, people, and their relationships with systems to uncover needs to drive the solutions. But I truly thrive when I can innovate by combining human-centered methodologies and extensive knowledge in design and usability. Most often involves bringing the design discipline as an overarching cultural aspect of the teamwork.

I find the interdisciplinary nature of this field and the combination of human factors, strategy, and technology very inspiring. I would like to work on a great team on a meaningful, mission-driven project.

Education & Courses

Foundations in Design Thinking

IDEO | 2020

Service Design

Academy Xi | 2020

Blockchain: Foundations and Use Cases

ConsenSys Academy | 2020

Blockchain: Decentralised Experiences

Michael Walker (ConsenSys) | 2019

Psychology (Single Subject)

Swinburne University of Technology | 2016

UX Certification

Nielsen Norman Group | 2015

User Experience Design & Research

Billy Blue College of Design | 2015

Diploma in Digital Media (w/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

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 Digital 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.

APN | Visual Design & Developer

Apr 2006 - Oct 2009 | Auckland, New Zealand

Design and front-end development for online maps.

Ponto Forte | Graphic Designer

Mar 2001 - Feb 2003 | Sao Paulo, Brazil

Designed for print and followed guidelines from art directors for clients like Red Globo.

Research & Sense-Making

Contextual Inquiry & Interviews
Card Sorting
Usability Testing
Heuristics & Walkthroughs
Service Safaris
Affinity Diagrams
Data Mapping: Journey, Blueprints

Ideation & Validation

Design Thinking Techniques
Workshop Facilitation
Lean UX
Design Sprint

Implementation & Measure

Prototypes
Wireframes
High Fidelity Designs
Surveys
Onboarding Strategies
Analytics

Languages

English
Portuguese
Spanish

I am a New Zealander with a Latin background. I had been living in Sydney for 4 years. When I am not working I enjoy mountain biking, yoga, and beach volleyball (which I play badly).



In a NutShell



AR - Born in a dictatorship



AR - Owned Printing Co



Rekt by Tech



AR - Run a Design Studio



Rekt by Gov 2001



BR - Flash Developer



Rekt by Apple



NZ - Front End Dev



NZ - UX Design & Research



AU - TXs UX & how to
transition from
centralised

