

# Claudia Ruiz

## Product Designer

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Hello, I am Claudia Ruiz and currently working as a **product designer** for Australia's largest data company in the real estate and banking industries while learning and mastering blockchain technologies.

My experience (10y+) spans from cutting-edge technology startups to large organizations in the media and finance industries, in which have been responsible to plan, execute and collect robust data to drive and implement design decisions 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 skills to build the right design cases through a sound holistic understanding of people, technology, and systems.

Today my goal is to work in a cool team on projects that support decentralisation.

### Partners & Clients



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## Experience

### CoreLogic | Product Designer

Jun 2017 - Present | Sydney, Australia

We partnered with Pivotal Labs to 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

I designed and validated product 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 by creating 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

## 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 & Volunteering

### Product Designer Contributor

Pomp's Crypto Academy | 2021

### Financial App of the year

MAX Awards | 2017

### Best Innovation in Multimedia

Canon Media Award | 2012

### Student Panel Board

Media Design School | 2011