#### Claudia Ruiz

**Product Designer & Researcher** 

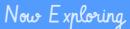
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- in in/claudiaux
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- claudiaruizux@gmail.com
- Sydney AEDT | Can Relocate

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 meaninful project with a cool team.

# Worked for, with or at

































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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 Zealad Herald | Senior Product Designer

Feb 2011 - Sept 2015 | Auckland, New Zealand

Worked collaboratevly 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