

# Claudia Ruiz

## Product Designer

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## Experience

### CoreLogic | Product Designer

Jun 2017 - Present | Sydney, Australia

Initially, 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

### Financial App of the year

MAX Awards | 2017

### Best Innovation in Multimedia

Canon Media Award | 2012

### Student Panel Board

Media Design School | 2011