



**Claudia Ruiz**


**Product Designer & Researcher**

 [claudiaruizux.ga/cases](https://claudiaruizux.ga/cases)

 [ClaudiaRuizUX](#)

 [in/claudiaux](#)

 [@ClaudiaRuizUX](#)

 [claudiaruizux@gmail.com](mailto: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 meaningful project with a cool team.

*Worked for, with or at*





*Now Exploring*




## Claudia Ruiz


### Product Designer & Researcher

 claudiaruizux.ga/cases

 ClaudiaRuizUX

 in/claudiaux

 @ClaudiaRuizUX

 claudiaruizux@gmail.com

 Sydney AEDT | Can Relocate

### 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.

### APN Finder | Visual Designer & Developer

Apr 2006 - Oct 2009 | Auckland, New Zealand

Design and front-end development for online maps.

### 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



## 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

