



# Maria Clara Ruback

## Product UX Designer

Bachelor's degree in Industrial Design by ESDI/UERJ

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Portfolio: [clararuback.github.io](https://clararuback.github.io)

## Experience

### Product Designer - TOTVS

Nov 2021 - Present · Rio de Janeiro, Brazil

As the UX Designer responsible for TOTVS PMS SaaS, I integrate deep user research, business strategy, and innovative design to create solutions that impact thousands of users in the hospitality industry. Key responsibilities and achievements include:

- ◆ Redesigned the Create Reservation flow — the system's core — closely collaborating with the development team to ensure the best experience within our technical constraints.
- ◆ Prototyped new features using User Research techniques such as user interviews, Design Sprints, and usability testing, collecting feedback.
- ◆ Optimized existing workflows by analyzing data and user behavior, reducing frustration signals by 40% and increasing usage by over 70%.
- ◆ Created new components and contributed to the company's Design System.
- ◆ Conducted presentations and mentored new designers, fostering personal and team growth.

### SuperUber - Project Designer

Jul 2021 - Nov 2021 · Rio de Janeiro, Brazil

Enhanced user experience in interactive exhibitions and designed web applications focused on accessibility. Participated in concept creation and market research for new projects, producing prototypes, mockups, and videos to present proposals.

### Product Designer Intern - ALICE - Hospitality Operations Platform

Aug 2019 - Aug 2020 · New York (Remote)

Developed wireframes, prototypes, and new features for the platform, while also helping structure and scale the company's Design System.

## Skills

Advanced :

UX design, Design Sprint, Figma, Illustrator, InDesign, InVision, Photoshop, Sketch, User Research, Teste de Usabilidade, Metodologias ágeis, Jira.

Intermediate:

Data Analysis, Datadog, After Effects, CSS, HTML, Premiere Pro, Processing.

## Courses and Certificates

UX Design - Design Circuit

Design System Specialist - MEIUCA

Interaction and creative coding - EAV