



Daniel Ruginets

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EDUCATION

University of Waterloo

Honours Bachelor of Global Business
and Digital Arts, 2019

DESIGN

User Interface
User Experience
Design Thinking
Graphic Design
Web Design
InDesign
Figma
Sketch
InVision
InVision Studio
Illustrator
Photoshop

OTHER

Core Business
HTML/CSS
VueJS
JavaScript
jQuery
Github
NPM
After Effects
Premiere Pro
Photography
Microsoft Office
Fluent in Russian

MOST PROUD OF

**First Place Winner - User
Experience Design Camp 2.0**

**Conference Panelist - BLND
Business and Design**

**Podcast Host - The Vegan
Ambition**

**4,000 listens - The Vegan
Ambition**

**Workshop Host - *From Paper to
Digital* - StarterHacks 2019**

**Workshop Host - *Design
Thinking* - StarterHacks 2018**

EXPERIENCE

UI/UX Designer

Cluep, Toronto, January 2019 - Present

- Responsibilities include complete oversight of user experience, visual design, and managing interns for the entire company
- Completed successful redesign of two key pages on the internal dashboard; established functional and design requirements for each project; improved experience for 20 users leading to increased data validation and higher usage by team
- Ran rounds of experience tests with users from Sales, Account Management, and Executive teams
- Created design documentation and guides to standardize look, feel, and functionality of the internal dashboard
- Ran experience tests with Sales and Account Management team for future-proofing the internal dashboard
- Implemented new design guidelines throughout internal products and sales to create a consistent design culture
- Updated and redesigned key elements of the Cluep public website; viewed monthly by upwards of 5,000 clients

User Experience Designer

SnapSuite Inc, Toronto, May 2018 - September 2018

- Designed the user interface and user experience of two products, a payment onboarding platform for clients, and a customer portal; coded them using VueJS, jQuery, HTML, and CSS
- Created and iterated on several different white papers to market the company to potential clients
- Created marketing videos for the company's advertisement purposes
- Worked with the design team to create the user interface and experience of future products such as the mobile app
- Refreshed and fixed code, copy, and elements of the client-facing dashboard

UI/UX Designer

SAP Labs, Waterloo, May 2017 - September 2017

- Worked with a client to design a user interface and user experience of a customer-facing website to detect what movies people will want to watch based on their prior viewing history; coded it using HTML, CSS, and JavaScript
- Designed a showcase website and game for SAP Predictive Analytics using user input and a Raspberry Pi; ran user tests for design and statistical significance; coded it using HTML, CSS, and JavaScript
- Worked with a team to present requirements, amount of data to be collected for statistical significance, and improved user experience based on input

Videographer

SAP Labs, Palo Alto, May 2016 - September 2016

VOLUNTEER

Digital X Head

Fashion for Change, Waterloo, November 2018 - February 2019

UI/UX Designer

Fashion for Change, Waterloo, November 2017 - June 2018

CERTIFICATIONS

IL2X: Becoming a Successful Leader

Catalyst Inc, September 2020