

Daniel Ruginets

Senior Product Designer

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Education

University of Waterloo

Honours Bachelor of Global Business and Digital Arts
2015-2019

Parsons School of Design - The New School

Creativity and A.I. Specialization
2022

Catalyst Inc

IL5x: Leading With Effective Communication Certification
2021

Catalyst Inc

IL4x: Get Beyond Work-Life Balance Certification
2021

UQx

BUSLEAD3x: Leading High-Performing Teams Certification
2021

Tools



Figma



Illustrator



HTML



Jira



Miro



ProductBoard

Industry Skills

Product Design Leadership

User Experience Monetization

Design Thinking Workshop Hosting

User Journeys Growth

UX Scorecards Design Systems

B2C & B2B Sales

AI Analytics

Data Platforms Facilitation

Experience

IBM

Innovation Designer - Client Engineering Jul 2022 - Present

- Orchestrated and guided 10 clients through a comprehensive customer/user journey exploration, leveraging custom design thinking workshops and immersive experiences to craft prioritized use cases and construct a Minimum Viable Product (MVP).
- Proficiently enabled clients on an extensive array of over 10 IBM products and cutting-edge AI solutions, ensuring they were well-prepared to harness these technologies for their business needs.
- Spearheaded the rapid digital transformation of 3 clients, expertly tackling and resolving their business challenges, resulting in measurable and sustainable improvements.



Vidyard

Product Designer - Monetization

Sep 2021 - Jul 2022

- Conceptualized and implemented a streamlined promotional stream management system encompassing seven distinct channels, resulting in a 10% boost in onboarding.
- Pioneered the development of three innovative upgrade paths within the product, resulting in a notable 4% increase in product-qualified leads, consequently driving growth and revenue.
- Orchestrated and executed five A/B design tests, which played a pivotal role in elevating the conversion rate by approximately 7%



Infinidiv

Lead UX Consultant

Jan 2018 - Jul 2022

- Collaborated as a consultant on a diverse portfolio of 10 projects spanning industries such as shipping, real estate, and more, with a primary focus on enhancing User Experience (UX) to meet and exceed client expectations.
- Proactively engaged with and advised over 20 potential clients during the evaluation phase, offering strategic consultations on UX strategies and priorities, ultimately contributing to successful client acquisition and partnership development.



Questrade

UX Designer

Jan 2021 - Sep 2021

- Revamped the user flow of a complex 12-step mortgage application process, resulting in a remarkable 20% boost in sales by enhancing the client experience and facilitating a smoother application journey.
- Proactively conducted regular meetings with 15 clients to continually enhance user flow and overall experience, ensuring that their needs and feedback were integrated into ongoing improvements.
- Collaborated closely with the development team to successfully address and rectify 34 critical bugs, leading to notable enhancements in legal and accessibility compliance, thereby ensuring a seamless and compliant user experience.



Cluep

UI/UX Designer

Jan 2019 - Jan 2021

- Enhanced the internal dashboard's completion rate by an impressive 25% through in-depth interviews with sales and account management users, leading to a more intuitive and user-centric design.
- Developed a comprehensive design system that played a pivotal role in the redesign of two critical pages, resulting in a remarkable 35% improvement in user-friendliness and overall user satisfaction.