

Daniel Ruginets

Product Designer, Environmentalist, and Podcast Host

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Toronto, Canada

Education

University of Waterloo - Honours Bachelor of Global Business and Digital Arts, 2015-2019

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

Catalyst Inc - IL2x: Becoming a Successful Leader Certification, 2020

Tools



Figma



Illustrator



HTML



Jira



Miro

Skills

Product Design

Leadership

User Journeys

User Experience

Workshop host

Blueprints

Design Thinking

Fluent in Russian

Questrade

Jan 2021 - Present

UX Designer

- Worked with various stakeholders to design and implement the frontend UX patterns for the new QuestMortgage product
- Improved the design to increase conversion and drive sales by twenty percent
- Redesigned existing products to improve the user experience for up to three hundred thousand users
- Continuing to improve the product design through user interviews and feedback sessions with over fifteen stakeholders and users

Infinidiv

Jan 2018 - Present

Lead UX Designer - Consultant

- Consulted on ten different projects with clients ranging from the shipping industry to real estate
- Developed design thinking workstream and ran design thinking workshop to teach employees how to perform design thinking in over twenty projects
- Worked with internal and external partners to increase conversion and ease of use
- Helped the startup scale to over twenty clients and ten employees

Cluep

Jan 2019 - Jan 2021

UI/UX Designer

- Responsibilities include complete oversight of user experience, visual design, and managing design 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 twenty users leading to increased data validation and higher usage by users of forty percent
- Ran rounds of experience tests with users from Sales, Account Management, and Executive teams
- Single-handedly initiated design documentation and guides to standardize the look, feel, and functionality of the internal dashboard
- Ran experience interviews with sales and account management teams of twenty for future-proofing the internal dashboard

SnapSuite

May 2018 - Sep 2018

UI/UX Designer - Intern

- 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 four 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
- Initiated a refresh and fix of code, copy, and elements of the client-facing dashboard