



ANDREA RUIZ



PRODUCT DESIGN
ENGINEER

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Medellín, Antioquía

www.linkedin.com/in/andrea-ruiz-betancur

Product Design Engineer with 4+ years of experience creating intuitive, accessible, and user-centered digital and physical products across SaaS, B2B, and B2C markets. Skilled in UI/UX design, service design, and product strategy, with a strong foundation in user research, design sprints, and systems thinking.

Known for my creativity, adaptability, and empathetic collaboration with multicultural and cross-functional teams. I've led full-cycle design processes from discovery to delivery, integrating accessibility standards and aligning user needs with business goals. Passionate about crafting inclusive experiences that generate real impact for people and society.

SKILLS	<ul style="list-style-type: none"> • User-Centered Design & User Research • Journey Mapping & Service Blueprinting • Wireframing, Prototyping & Usability Testing • Accessibility & Inclusive Design • Design Thinking & Creative Problem Solving • Agile & Scrum Methodologies • Cross-Functional Team Collaboration & Stakeholder Communication • Time Management & Prioritization • Figma, Adobe XD and Sketch • Miro, Notion & Webflow • Strong Organizational Skills & Effective Communication 				
WORK EXPERIENCE	<p>Digital Designer Outsourced Dic 2025 - Present</p> <p>Lead design for key projects enhancing employee engagement, brand presence, and client communication, including:</p> <ul style="list-style-type: none"> - Designed Pulse, an integrated HR platform with features like happiness pulses, shoutouts, newsfeed, referrals, alerts, approvals, and reporting to improve staff retention. - Designed a secure client portal centralizing presentations, videos, and resources to support sales and client access - Created logos and social media assets (Instagram, LinkedIn), including carousels and videos, to increase brand awareness - Managed company rebranding and designed mobile-responsive versions of existing projects to ensure consistent user experience <p>UX/UI Designer (Service design) PrevalentWare March 2024 - Nov 2025</p> <ul style="list-style-type: none"> • Led a comprehensive service design project for a UK-based service company, evaluating internal processes, digital platforms, and customer interactions. Conducted on-site blueprinting in London, identifying 100+ pain points across the business. • Managed prioritization of pain points using urgency, impact, and effort matrices. Led ideation sessions with the client, defining key solution concepts and developing a detailed project roadmap. • Delivered high-fidelity wireframes in Figma that enhanced user experience and supported implementation <p>UX/UI Designer Junior PrevalentWare March 2023 - March 2024</p> <ul style="list-style-type: none"> • Designed and led 10+ projects across industries like healthcare, retail, and finance. Aligned business needs with user goals, creating impactful and user-friendly platforms. • Led ideation sessions with stakeholders, shaping product concepts and brand strategies. Conducted user research to ensure designs addressed real pain points. • Created high-fidelity prototypes in Figma. Conducted usability and user testing to refine designs and improve user experience, ensuring products met usability standards. <p>Freelancer February 2022- Present</p> <ul style="list-style-type: none"> • Led the brand redesign for Colombian telecom company "TUYO," including brand guidelines, graphic assets, and a landing page built on Webflow. • Designed a Guide E-book for US-based real estate company "Medellín Brokers," enhancing their marketing materials and client engagement. • Managed social media and created engaging content for "Sol Pintada," a hotel near Medellín. 				
EDUCATION	<table border="0"> <tr> <td data-bbox="386 2099 748 2158">EAFIT University Product Design Engineering Degree</td> <td data-bbox="948 2099 1292 2158">Colegio Calasanz de Medellín Academic Baccaureate</td> </tr> </table>	EAFIT University Product Design Engineering Degree	Colegio Calasanz de Medellín Academic Baccaureate		
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CERTIFICATES / COURSES	<table border="0"> <tr> <td data-bbox="386 2206 756 2265">Diseño UX/UI Avanzado Flex Coderhouse 2024</td> <td data-bbox="948 2206 1308 2298">Virtual Visual Elements of User Interface Design Certificate Coursera 2022</td> </tr> <tr> <td data-bbox="386 2306 756 2373">Curso de UI/UX y Diseño Visual DUdemy 2023</td> <td data-bbox="948 2306 1398 2373">Small Business Managment Certificate Diablo Valley Community College 2022</td> </tr> </table>	Diseño UX/UI Avanzado Flex Coderhouse 2024	Virtual Visual Elements of User Interface Design Certificate Coursera 2022	Curso de UI/UX y Diseño Visual DUdemy 2023	Small Business Managment Certificate Diablo Valley Community College 2022
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LENGUAJES	<table border="0"> <tr> <td data-bbox="386 2408 487 2467">Spanish Native</td> <td data-bbox="824 2408 911 2467">English C1</td> </tr> </table>	Spanish Native	English C1		
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REFERENCES	<table border="0"> <tr> <td data-bbox="386 2497 873 2583">David Muñoz Holguín - Gerente de venta - ztt International +(57)3186214797 davidmh704@hotmail.com</td> <td data-bbox="948 2497 1360 2583">Sara María Hincapié - UX / UI Leader +(57)3012915597 smhincapie@prevalentware.com</td> </tr> </table>	David Muñoz Holguín - Gerente de venta - ztt International +(57)3186214797 davidmh704@hotmail.com	Sara María Hincapié - UX / UI Leader +(57)3012915597 smhincapie@prevalentware.com		
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