



ANDREA RUIZ / PRODUCT DESIGNER | UX/UI & DESIGN SYSTEMS

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Product Designer with 4+ years of experience designing scalable digital products across SaaS, B2B, and B2C environments. Specialized in UX/UI design, design systems, and end-to-end product thinking—from user research to high-fidelity implementation.

Experienced in building structured design solutions including design systems, component libraries, user flows, and journey maps, ensuring consistency, accessibility, and scalability across products.

Strong collaborator with product managers and engineering teams, translating user insights and business goals into intuitive interfaces. Focused on improving usability, engagement, and product performance through iterative and research-driven design.

SKILLS	<p>Product & UX/UI - Product design, UX/UI design, SaaS design, interaction design, design systems, component libraries, responsive design</p> <p>Research & strategy - User research, usability testing, journey mapping, user flows, personas, A/B testing, product thinking, problem framing</p> <p>Systems & Delivery - Design systems scaling, UI standards, accessibility (WCAG), design documentation</p> <p>Process - Design thinking, Agile/Scrum, design sprints, workshop facilitation, prioritization frameworks</p> <p>Tools - Figma, FigJam, Adobe XD, Sketch, Miro, Notion, Webflow, Jira, Monday, Uizard, Figma Make</p>	
WORK EXPERIENCE	<p>Digital Designer Outsourced Dic 2025 - Present</p> <ul style="list-style-type: none"> Lead end-to-end product and UX/UI design initiatives across internal SaaS tools and client-facing platforms Designed Pulse, an HR SaaS platform focused on engagement, recognition, and internal communication (feeds, shoutouts, approvals, analytics dashboards) Built and maintained a scalable UI system across multiple web products, improving consistency across 30+ landing pages and product flows Designed a centralized client portal, improving content access and reducing friction in sales enablement workflows Collaborated with cross-functional teams to translate product requirements into structured UI systems and reusable components <p>UX/UI Designer (Service design) PrevalentWare March 2024 - Nov 2025</p> <ul style="list-style-type: none"> Led full-service design transformation for a UK-based company, mapping end-to-end operational and user journeys Conducted on-site research in London, identifying 100+ UX and operational pain points across digital and service touchpoints Structured insights into prioritized opportunities using impact/effort frameworks to define product roadmap improvements Designed scalable UX solutions including user flows, wireframes, and high-fidelity prototypes in Figma <p>UX/UI Designer Junior PrevalentWare March 2023 - March 2024</p> <ul style="list-style-type: none"> Designed and delivered 10+ digital products across healthcare, finance, and retail sectors Conducted user research, usability testing, and iterative design improvements based on feedback Built responsive UI interfaces and structured user flows to improve usability and conversion Participated in product ideation and design workshops with cross-functional teams Delivered high-fidelity prototypes and supported developer handoff processes <p>Freelancer February 2022- Present</p> <ul style="list-style-type: none"> Led full brand and UX redesign for Colombian telecom company TUYO, including brand system, UI components, and Webflow landing page Designed marketing and UX materials for US-based real estate company Medellín Brokers, improving client engagement and content clarity Managed content strategy and UX storytelling for hospitality brand Sol Pintada, improving digital presence and engagement 	
EDUCATION	<p>EAFIT University Product Design Engineering Degree</p>	<p>Colegio Calasanz de Medellín Academic Baccalaureate</p>
CERTIFICATES / COURSES	<p>Generative AI for UI UX Design Specialization IBM - Coursera 2026</p> <p>Diseño UX/UI Avanzado Flex Coderhouse 2024</p> <p>Curso de UI/UX y Diseño Visual DUdemy 2023</p> <p>Virtual Visual Elements of User Interface Design Certificate Coursera 2022</p> <p>Small Business Management Certificate Diablo Valley Community College 2022</p>	
LENGUAJES	<p>Spanish Native</p>	<p>English C1</p>