

Susana Ruiz

UX Designer & Researcher

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PROFESSIONAL EXPERIENCE

UX Designer

The Jackson Laboratory | Bar Harbor, ME | 2022 - Current

- Researched, designed, and prototyped an approachable user experience for JAX's mice search flow, resulting in an 8% increase in organic traffic
- Orchestrated user interview sessions with scientists to refine mice datasheets, integrating their insights to optimize usability and content relevance
- Initiated and oversaw a comprehensive design thinking workshop involving multiple JAX groups, aimed at addressing long-term and strategic needs within the Salesforce ecosystem
- Contributed to the company design system for a consistent, user-friendly experience, incorporating feedback, industry best practices, accessibility standards, and emerging trends
- Led informative workshops for fellow designers, guiding them through advanced features of Figma and instructing on best accessibility practices to enhance the inclusivity of the design system

UX Designer

Station Digital Media | California, USA & Tokyo, Japan | 2021 - 2022

- Contributed to high-profile projects at a leading UX design agency, collaborating with clients including Toyota, Kawasaki, Yamato Transportation, and Mazda
- Established robust UX research at Toyota, leveraging data for improved product design. Refined dealer portal for less cognitive load and increased user satisfaction
- Led UX design team in creating a groundbreaking mobile app for SxS and jetski enthusiasts, improving navigation with real-time terrain data. Key to securing a ¥100,000,000 contract with a top Japanese motorcycle company
- Key contributor to an enterprise mobile app for a Japanese logistics company that empowered delivery drivers to securely deliver packages directly to customers' vehicles
- Implemented a secure vehicle unlocking feature within the mobile app, allowing couriers to access customer vehicles with authorization, streamlining the delivery process and enhancing customer convenience

EDUCATION

Master of Human-Computer Interaction, M.HCI | Iowa State University, Ames, IA

2018 - 2020

SKILLS

Design & Research | Responsive design, wireframing, user research, usability testing, prototyping, storyboarding, design system management, design thinking workshop facilitation, WCAG compliance, stakeholder collaboration

Software & Tools | Figma, Zeppelin, Sketch, Miro, Mural, UserZoom, UXTweak, Python, AHA, Maze, Jira, DevOps, CrazyEgg, HTML/CSS, Javascript, GitHub

Interest | Language learning: Spanish, Portuguese, Japanese; Third-wave coffee