

# Mariana Ruiz Moreno

## Product Designer | Design System Specialist

🌐 marirumo.com    **in** marianaruizm    ✉ hello@marirumo.com    055 552 0499

### ABOUT ME

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Product Designer with over 6 years of product design experience and a background in digital design since 2014 across startups, software companies, and global teams. With a postgraduate degree in Communication Design, I blend strong design systems thinking with hands-on prototyping and cross-functional collaboration. Passionate about turning complex data into intuitive interfaces and balancing business goals with user needs.

### CORE SKILLS

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#### Product & UX

Product Thinking & Strategy  
Design Systems  
Visual Design  
AI Fluency Framework  
Triple Diamond  
Design Thinking  
Jobs-to-be-Done (JTBD)

#### Tools & Technical

Figma / Sketch / Penpot  
React / Typescript / Tailwind  
Prototyping & Usability Testing  
Claude Code / Google AI Studio /  
Stitch / Perplexity

#### Collaboration & Processes

Design-Dev Handoff  
Cross-functional Workshops  
Agile Product Development

### WORK EXPERIENCE

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#### **Dsystemista** — Product Designer | Freelancer

*May 2024 - Present*

#### **Globant** — Product Designer

*Jan 2021 - May 2024*

- Designed real-time data dashboards for internal tools and client-facing platforms, reducing reporting time by 30% and enabling faster decision-making.
- Managed and evolved a multi-platform design system, improving design consistency and reducing rework across teams.
- Partnered with product managers, developers, and data teams to optimize key user flows, driving improvements in conversion and user retention metrics.
- Led design critiques and knowledge-sharing sessions to raise design maturity across the team.

#### **Wabi** — Product Designer

*Feb 2019 - Jan 2021*

- Defined and delivered end-to-end product design for Wabi's marketplace mobile app and web platform, helping scale the platform across multiple LATAM markets.
- Facilitated collaborative brainstorming workshops with product and dev teams to align user needs with business goals.
- Introduced user research touchpoints to the design process, ensuring product decisions were grounded in real user feedback.

### **Portinos Digital Agency** — UX/UI Designer

*May 2018 - Oct 2018*

- Designed and developed banner production tools empowering B2B retail staff to efficiently create and deploy marketing materials.
- Built customizable templates with a drag-and-drop interface, automated resizing, and integration with existing marketing platforms.

*For a detailed career history and professional endorsements, please visit my LinkedIn profile*

### **EDUCATION**

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### **Postgraduate in Communication Design**

*Aug 2013 - Jul 2015*

#### **University of Buenos Aires (UBA)**

Focused on the analysis and critique of communication design and design production as a whole, as well as proposing and developing communication design projects while promoting research into the relationship between design, emerging technologies, and contemporary media landscapes.