Fernando Ruiz

UX/UI Designer │ Product Designer

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Summary

Product & UX Designer with a proven track record of increasing user activation (FTUE) by 400% and tripling conversion rates. Specialized in translating user research and business goals into high-impact design solutions, from creating scalable Design Systems to complete redesigns of onboarding flows.

Experience

Digital Dayligt │ UX Lead (Contract)

Seattle, United States
Oct. 2022 - Oct. 2025

- I led the creation and scaling of the company's Design System, achieving a 30% reduction in development time for new features and unifying UI consistency across 3 platforms.
- I directed the complete redesign of the chat and social system for the game "Party Parrot World," resulting in a 30% increase in user interactions.
- I optimized the handoff process with development teams in North America and Asia, reducing visual inconsistencies in production by 50%.

Rocket Snail │ UX Lead & Game Designer

British Columbia, Canada
Oct. 2022 - Oct. 2025

- I led the prototyping of gaming experiences in Roblox, using AI to generate code and accelerate the development cycle, successfully validating the feasibility of a new production pipeline.
- I conceptualized and documented player progression logic and gameplay loops, which became the foundation for two new titles in development, expanding the company's portfolio.

WTFast │ UX Strategist

British Columbia, Canada
Jan. 2022 - Oct. 2023

- I led the complete redesign of the user activation process, increasing the FTUE success rate by 4x (from 10% to 40%) and reducing new user drop-off.
- I tripled the conversion rate from trial to paid subscription through a strategic redesign of the onboarding flow, directly impacting the company's main revenue metric.
- I led the UX strategy for expansion into a new product ecosystem (iOS, Android, routers), overseeing a UI team to ensure a cohesive and successful launch.
- I initiated and executed user research that uncovered a critical systemic bug, collaborating directly with the CTO to prioritize and validate the solution.

Skills

Design

- **Design and Strategy: Product Strategy, Design Systems, User-Centered Design, Information Architecture, Interaction Design, Onboarding & FTUE Optimization.**
- **Research and Testing: User Research (Qual & Quant), Usability Testing, A/B Testing, User Interviews, Affinity Diagramming, Journey Mapping.**
- **Tools and Prototyping: Figma, Framer, Miro, Jira, Mixpanel, Hotjar, AI Prototyping (Midjourney, cursor, gemini CLI etc.), HTML/CSS.**

Education

- Professional Certificate in UX Design from Google
- Languages: Spanish (Native), English C2 (Fluent)