

Salva Ruiz

SENIOR PRODUCT DESIGNER (UX/UI)

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PROFILE

Senior Product Designer with 12+ years of experience designing and scaling digital products across Web3, AI, gaming, SaaS, CRM, mobile apps, and e-commerce.

Focused on end-to-end product design, from discovery to delivery, combining user research, data, and business strategy to create intuitive and scalable experiences that drive product outcomes. Experienced working with cross-functional teams, contributing to product strategy, and aligning design decisions with business and user needs.



EXPERIENCE

● PRODUCT DESIGNER & WEB3 MANAGER 2023-2026

IZERTIS S.A MADRID.

- Led end-to-end design of Web3 and AI-based products, from discovery to delivery.
- Defined product strategy with stakeholders, aligning UX decisions with business goals.
- Built and scaled design systems used across multiple projects.
- Conducted user research and usability testing to validate product decisions.
- Improved team workflows, reducing design-to-development friction and speeding up delivery cycles.

● UX/UI DESIGNER 2022-2023

GAMESTRY ESPORTS, BARCELONA.

- Migrated the full design workflow to Figma, improving collaboration across teams.
- Redesigned the platform, resulting in improved user engagement and usability.
- Conducted user research and iterative testing to refine product decisions.
- Built and maintained a component library to ensure consistency and scalability.

● UX/UI DESIGNER & PRODUCT MANAGER 2020-2023

RETHINK MARKETING, VALENCIA.

- Managed and delivered 10+ digital products for clients across different industries.
- Defined product roadmaps and prioritized features based on business impact.
- Led cross-functional teams across design, development, and marketing.
- Designed user experiences focused on conversion and growth.
- Introduced data-informed decision making into product processes.

● FOUNDER & PRODUCT LEAD 2020-2021

AZWEB, VALENCIA.

- Launched a digital initiative to help small businesses build an online presence during COVID.
- Delivered 30+ websites in a short timeframe.
- Established efficient processes to scale delivery with a small team.
- Helped clients improve their digital visibility and acquisition channels.

● FREELANCE PRODUCT DESIGNER 2011-2020

CONTRACTOR, REMOTE.

- Delivered 100+ digital projects including apps, platforms, and websites.
- Worked with clients across fintech, e-commerce, education, and healthcare.
- Led end-to-end product design from concept to launch.
- Built long-term client relationships with a strong rate of repeat collaboration.

● FOUNDER & PRODUCT MANAGER 2016-2019

PLAYGRAM GAMES, VALENCIA.

- Led development and launch of mobile games.
- Reached over 250k downloads across published titles.
- Managed partnerships, funding processes, and external stakeholders.
- Directed product strategy and development lifecycle.

● UX/UI INSTRUCTOR 2016-2017

KEEPCODING, MADRID.

- Taught UX/UI design in a Full Stack Bootcamp.
- Mentored students through real-world projects.
- Contributed to curriculum development.

EDUCATION

● ACCESSIBILITY FUNDAMENTALS CERTIFICATION 2025

ACCESSTIA, EUROPE.

- Foundations for creating accessible digital technology based on WCAG 2.1 and 2.2 standards.

● BACHELOR'S DEGREE IN FINE ARTS 2005-2010

POLYTECHNIC UNIVERSITY OF VALENCIA (UPV), VALENCIA.

- Focused on design, interactive installations, and digital media.
- Graduated with high academic performance (GPA equivalent: 9.2/10).

Nacional and International Programs

- University of Barcelona — Interactive design, digital photography, and web development.
- University of Monterrey (Mexico) — Product and industrial design.
- École des Beaux-Arts de Rennes (France) — Editorial and graphic design.

SKILLS

UX/UI Design systems Research

A/B testing User experience

Scrum Interface design Lean UX

User interviews Data analysis

Design thinking Kanban

Design Sprint KPI results

SOFT SKILLS

Active listening Empathy

Leadership Presentation

Adaptability Decision-making

Self-learning Humility

Constructive feedback

Understanding the business value

SOFTWARE

Figma Sketch Photoshop

Illustrator Indesign Midjourney

Wordpress Elementor Bootstrap

Tailwind CSS Framer Jira

Trello Clickup Notion Clarity

Microsoft teams Google analytics

Slack Amplitude Confuence

Flurry Microsoft Copilot

ChatGPT Runway

INTERESTS

Video games Concerts/festivals

Comics Numismatics History

Art exhibitions Outdoor BBQ

Cooking Gardening Economics

Cinema Investments

LANGUAGES

- Spanish – Native
- Catalan – Intermediate (B2)
- English – Intermediate (B2)
- French – Basic (A2)