

KARLA J. RUIZ

SENIOR PRODUCT DESIGNER

WORK EXPERIENCE

Senior Product Designer

J.P. Morgan Chase | 3/2021-Present | New York, NY

- Lead cross-functional collaboration among stakeholders by facilitating design thinking workshops, conducting heuristic analyses, and utilizing data analytics to enhance customer journeys within the mobile app.
- Boosted digital account openings by 8% in 2023 by leading the design and implementation of the new J.P. Morgan Wealth Management website on Chase.com, enhancing user experience, accessibility, brand recognition, and module functionality.
- Developed a scalable component system for customer acquisition journeys across both public and secure experiences, ensuring seamless integration with internal systems and enhancing product focus on customer centricity.
- Led the end-to-end digital experience for the Self-Directed Investing product, collaborating with research, marketing, product, and development teams, resulting in a 7.35% increase in digital account openings.

Senior Designer

exhibit-E/Dan Miller Design | 8/2018-03/2021 | New York, NY

- Successfully launched over 30+ unique projects ranging from responsive web interfaces to print products that have met and exceeded client expectations.
- Oversaw the entire project lifecycle from design to the final delivered product while working alongside clients to educate and inform design decisions for digital products and content accessibility.
- Assessed all client deliverables for usability, accessibility, and browser/device compatibility before release.

Designer

Knock Knock | 2/2017-8/2018 | Los Angeles, CA

- Successfully launched over 10 print products that were sold in numerous high-traffic retailers such as Target, Pier One Imports, T.J.Maxx, and Amazon.
- Designed multi-page printed products using InDesign to create an array of different novelty items that required strong type skills, layout design, and an eye for detail.
- Created a visual identity for top-selling signature products to ensure design consistency between bi-annual launches.

ADVISORY EXPERIENCE

Board Member

Adaptive Design Association
11/2023-Present
Manhattan, NY

Public Relations Advisor

Iota Delta Sorority
8/2020-Present
La Verne, CA

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TOOLS & SKILLS

Figma	Access Assistant
Sketch	Google Audits
Adobe XD	Heuristic Analysis
Photoshop	Journey Mapping
Illustrator	Design Systems
InDesign	UX Research
HTML5 & CSS	A/B Testing
JavaScript	Discovery workshops

AWARDS

Gold award for Consumer Retail Website

29th Annual FCS Portfolio Awards
Financial Communications Society
May 4th, 2023

EDUCATION

M.S., Integrated Digital Media UX Design & Assistive Technology

New York University,
Tandon School of Engineering
Brooklyn, NY

B.S., Computer Science Internet Programming

University of La Verne
La Verne, CA

B.S., Communications Multimedia Design

University of La Verne
La Verne, CA

REFERENCES

Available by request.