

Aron Ruiz

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Design systems-focused product designer with 6 years of experience designing prototypes, style and component libraries, design system docs, and dev handoff workflows for cross-platform product ecosystems in data-driven, compliance-sensitive domains including healthcare, agriculture, and aviation.

Experience

Co-Founder of *Blade & Brawn*, a thematic fitness training program May 2025 – Present

- Directed a design system initiative to produce premium, highly stylized assets across product UI, e-commerce storefronts, marketing pages, social media content, and apparel surfaces
- Built an e-commerce website in Webflow, leveraging print-on-demand fulfillment and a custom order forwarding implementation, achieving initial revenue within six months
- Managed a team of co-founders in product, marketing, engineering, and fitness training roles to develop a fitness leveling system uniting gamification models with clinical research data

Interactive Designer II at *Searchcraft*, an early-stage SaaS startup Nov 2024 – May 2025

- Led a design system template project powering product UI and SDK customization using Figma modes, styles, components, prototyping logic, and the variables REST API
- Established design-to-dev workflows supporting a rapid 0 to 1 launch within three months
- Designed a visually thematic analytics and integrations management app for developers
- Built a marketing site with Webflow, Lottie animations, custom code, and CRM and analytics integrations, driving thousands of downloads within three months of release

Interactive Designer at *Chalk*, a full-service software consultancy Aug 2020 – Nov 2024

- Crafted realistic, stateful, and annotated prototypes of three consumer apps for *OneRecord*; four agtech products for *AGCO* and *Väderstad*; the social platform *Post News*; the wellness app *Kaura*; and an aviation utility for *Appareo*, saving hundreds of engineering hours
- Facilitated live design workshops, reconciling input from 20+ stakeholders and updating prototypes in real time to make complex product decisions efficiently
- Led five design system projects to unify products across web, iOS, Android, and desktop
- Maintained client relations leading to five referrals and three repeat engagements in four years
- Mentored two junior designers, improving management skills and design system onboarding

Skills & Tools

Design systems, product design, and prototyping with Figma and Zeroheight. Graphic and animation production with Affinity, Lottie, and Spline. Usage data analysis and accessibility optimization with Amplitude and SiteImprove. Website development with Webflow.

Education

- B.S. Interactive Media Design from *Bowling Green State University* Aug 2016 – May 2020
- Scaling Design Systems Certification from *Dribbble* Jun 2023 – Jul 2023