

Ámbar Ruiz

Product Design
UI/UX
Branding

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Summary

Ámbar is a designer with experience in user-centered product designs, UI/UX, and branding. Her expertise in developing brand identities, leading design projects, and managing design teams balances creative vision and strategic execution. Ámbar has 6+ years of UX experience and product design at BOLD, where she has contributed to the culture of the UXD Team, onboarding new team members, providing design feedback to juniors, constantly consulting with the product owner, and the developer team to help inform product strategy.

Experience

Product Designer

BOLD

2021-2025

- Create wireframes and prototypes to visualize product ideas.
- Design user interfaces that are both aesthetically pleasing and user-friendly.
- Obtained experience working on agile teams, collaborating with engineers and product managers to groom JIRA tickets and plan sprints accordingly.
- Conduct user research to make UI/UX decisions supported by evidence-focused decisions, understanding user needs and pain points.
- Assisted Managers in the onboarding process of new design team members.
- Collaborate in the audit and creation of Design Systems using Figma, understanding reuse and scale across web and mobile.

Visual Designer

BOLD

2019-2021

- In charge of re-branding creation and implementation for several products simultaneously in the US and International Markets.
- Oversaw UI/UX changes involving components for ADA Compliance.
- Developed template creation guidelines for Design and DEV Teams focused on structural updates, reducing production time from 1 year to 3 months.

Graphic Artist

Estudio Interlínea

2018–2019

- Develop and maintain a consistent brand identity across all marketing materials.
- Developed corporate material for companies and brands like El Almacén del
- Vino, B. Fernández & Hnos., The New York Times, BOLD, Grupo Ferré Rangel, local Puertorrican Rican businesses, among others.
- Utilize graphic design software to create illustrations, logos, and other visual assets.
- Present design concepts to clients and stakeholders, explaining creative choices and rationale.

Graphic Artist & Sign Shop Supervisor

B. Fernández & Hnos.

2017–2018

- Supervised artwork preparation by the Sign Shop Team, ensuring adherence to large-format printing standards for materials like billboards and PVC panels.
- Collaborated with Brand Managers and Marketing Teams, guiding the team's contribution to developing campaign visuals.
- Directed the creation of original artwork for high-profile clients such as Anheuser-Busch, Absolut Vodka, and Kellogg's, overseeing projects from concept to completion.
- Oversaw the conceptualization and execution of original artwork by the design and printing team for prominent clients.

To view full Resume/CV [click here](#).

Education

BFA, Design & Digital Arts

School of Fine Arts of Puerto Rico

2015

- Dean's List: 2014, 2015
- Graduated with Honors, GPA: 3.78

Skills

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- Figma • Adobe Creative Suite • Jira / Atlassian
 - UI/UX Design • User Research • ADA Compliance
 - Team Leadership • Project Management • Presentation Skills