Ruth González García

UX Researcher and Strategist with a technical background and experience managing multidisciplinary teams.
Advocate for strategic design based on research and evidence as fuel for change in business and society.
Philosophy based on continuous improvement and learning while facing challenges.

EMPLOYMENT EXPERIENCE

06/2017 Present

UX Researcher and Advisor at Barcelona Activa

· Coordinate the launch of the UXLab Service which aims to help startups with their UX practices.
· Advice businesses on research and strategy to use customer insights to problem-solve communications and product development challenges and identify opportunities for growth.
· Plan, coordinate and conduct the research and testing actions that take place in the UXLab: user research, user interview, usability test, focus groups.
· Organize workshops for start-ups to develop or grow products.

06/2017 09/2014

UX & Product Manager at Enalquiler.com

· Lead cross-product research and design efforts, scoping a strategic overview, roadmap and deliverable timelines.
· Head of design and project management teams. Groups of 4 and 2 people reporting directly to me.
· Cross-collaboration with all departments to advocate for top notch UX aligned with business goals.

09/2014 11/2013

User Experience Designer at Enalquiler.com

· In charge of redesigning the website.
· Planned and conducted research during the redesign process.
· Developed wireframes, interaction design in an iterative process to create the optimal solution.

11/2013 06/2009

Programmer Analyst at Ancert

· Developed several websites and webapps in PHP, ExtJS and Liferay

05/2009 03/2008

Designer and Developer at Pharmabox

· Graphic, interaction design and development of an RIA with PHP and ExtJS aimed to track sales for a pharmaceutical laboratory.

EDUCATION

2012-13   **Postgraduate, Usability, Accessibility and User Experience.** Universitat La Salle Ramon Llull

2011-11   **Fundamentals of Interaction Design.** The Open University.

2009-11   **BA in Multimedia.** Universitat Oberta de Catalunya.

2000-NF   **Bs in Computer Science.** Universidad de León.

CONTACT
Phone: (0034) 679 41 39 88
E-mail: ruth.gonzalez.garcia@gmail.com
Based in Barcelona (Spain)
Linkedin: https://linkedin.com/in/ruthglez/
Portfolio: https://usernotluser.net

QUALITATIVE RESEARCH
Usability studies.
In-depth interviews.
Rapid iterative testing.
Focus groups.
Ethnographies and observations.
Diary studies.

QUANTITATIVE RESEARCH
Web analytics.
Eye-tracking (Tobii)
IA testing: Tree-testing and cardsorting.
Large scale surveys and questionnaires.
A/B testing.

TECHNICAL SKILLS
Deep understanding of tech processes
Able to code
SQL based databases
Prototyping

PERSONAL SKILLS
Strong team player.
Good communicator and presenter.
Goal oriented. Efficient and organized.
Holistic and strategic vision.
Empathetic.
Assertive.

CERTIFICATIONS
Professional Scrum with UX – Scrum.org
NN/g UX Certification
· Personas: Turn User Data Into User-Centered Design
· Engaging Stakeholders to Build Buy-In
· Managing User Experience Strategy

LANGUAGES
Spanish – native
English – C1
Catalan – C1
German – A2 (in progress)

UNIVERSITY TEACHING
2015 – Present
· Assistant Professor, Design Interactive Interfaces at Open University of Catalonia.

2014
· Assistant Professor, Web Standards and Languages at Open University of Catalonia.