

Katherin Fernández Ruiz

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EDUCATION & COURSES

User Research Certificate

Interaction Design Foundation |
2024

Service Design & Design Thinking

Postgrad | Shifta by Elisava |
2023-2024

Introduction to HCD

IDEO | 2023

M.A. Human Resources

UNED 2017

B.A. Sociology

UB 2009 - 2013

LANGUAGES

Spanish: Native speaker

French: Fluent

English: Fluent

Catalan: Good command

SOFTWARE & TOOLS

Analysis (Google Analytics, Excel, SPSS, Power BI), Figma, Miro, Maze, MS Office, G-Suite, Canva, Generative AI Research tools.

DESIGN EXPERIENCE

User Experience Research Trainee

April 2024 - September 2024

Aetion | Barcelona

Collaborated closely with the design and product teams on two high-impact projects to enhance the user experience of Aetion's SaaS platform and drive strategic improvements for product marketing.

- Conducted comprehensive user interviews and surveys, gathering actionable insights on platform usability.
- Led a thorough competitive market analysis, identifying key opportunities for differentiation and product growth.
- Designed and facilitated usability testing, leading to critical architectural updates that improved platform efficiency.
- Worked cross-functionally to integrate research into product roadmaps, presenting data-driven recommendations to stakeholders.

Skills: Quantitative and Qualitative Research through user interviews and surveys. Competitor analysis, SEM/SEO research.

Service Design & Design Thinking Student

November 2023 - April 2024

Shifta by Elisava | Remote

Service Design and Design Thinking student at Shifta by Elisava remote campus. Involved in an exhaustive Service Design project working with an international team during high-intensity 22 weeks with more than +360 hours of work.

Skills: Design Thinking, Systems Thinking and Futures Thinking, User Research, User-centered Design tools, Information Architecture (IA), Storytelling, Ideation sessions and workshops facilitation, Creation of "Adcepts" and use case scenarios, Prototyping, Lean Experimentation, Prototypes iteration from low to high fidelity and Concept Testing.

SKILLS

User Interviews, Usability Testing, Survey Design and Analysis, Persona Development, User Journey Mapping, A/B Testing, Competitive Analysis, Data Collaboration with Cross-Functional Teams, Report Writing & Stakeholder Presentations, Qualitative and Quantitative Research, Communication, Change management, Problem-solving mindset, Data-oriented, Project Management, People Management, DEI, Focus groups.

INTERESTS & HOBBIES

Sewing, Drums, Cross-Functional training, Health nutrition, Reading, Paddle Surf.

HR EXPERIENCE

People & Employee Experience Coordinator

Oct 2022 - Oct 2024

Aetion | SaaS RWE | Barcelona

People Business Partner

Oct 2020 - Oct 2022

Alira Health | Healthcare Consulting | Barcelona

Tech & Digital Talent Acquisition

Jan 2017 - May 2020

Tech & Headhunting's companies | Barcelona

