

Agustín Ruiz

Design engineer / DesignOps

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Profile

I'm a product design engineer and currently DesignOps lead, based in Buenos Aires Argentina. I'm passionate about accessibility, design systems and creating delightful user experiences through design.

I've been working as a designer since I graduated as a graphic designer in 2006. In all these years, I've worn all sorts of designer hats: branding, naming, editorial, web design, coding, you name it. But I've found product design around 2017 and it just clicked with me and the way I think. I love solving difficult problems, and especially like being responsible for how people interact with a product and how they feel while doing it.

Tools

Figma / Cursor / Claude code / V0 / etc. I'm an avid explorer of new tools and technologies, and a heavy user of AI Coding tools that let me prototype and implement my ideas as close to production-ready as possible.

Work Experience

Brave Browser

February 2022 – Present

Design engineer / DesignOps Lead

- Lead design efforts across Brave's core products, including Desktop and Android browsers, Brave VPN, Brave Premium & Accounts, Shields, Leo AI, and the Design System.
- Increase the importance of design and UX in product decisions and strategic initiatives.
- Create and manage scalable design system libraries used across all company products.
- Oversee and maintain high design quality standards, championing continuous improvement.
- Collaborate closely with engineering teams to build reusable components in code.
- Foster cross-team and external collaboration to contribute to shared design libraries.
- Support team leads with product strategy and alignment across initiatives.
- Mentor designers and enable strong collaboration across the design organization.

Wirewheel

February 2019 – February 2022

Senior Product Designer

- Senior product designer for the company's core product offering.
- Led creation and management of design systems.
- Acted as visual design lead, defining and evolving the product's design language.
- Delivered end-to-end UX/UI design across multiple product verticals.
- Led and mentored a small team of designers.

SCVSoft

April 2017 – February 2022

Senior Product Designer

- Product design for multiple client projects.

- Creation and maintenance of design systems.
- UI design focused on usability and meaningful user experiences.
- UX design including research, testing, and iteration.
- Design leadership and creative direction across concurrent projects.

Avi-on Labs

April 2017 – January 2021

Senior Product Designer

- UX/UI design for mobile and desktop applications.
- iOS and Android mobile app design.
- Web and macOS application design.

Yecas

August 2016 – April 2019

Cofounder & Design Director

- Design director and partner for a civic technology platform.
- UX/UI for mobile and web apps.
- Managed designers across brand identity initiatives.
- Worked closely with developers and QA to ensure quality implementation.

iDetailing Creatives (iDC)

March 2014 – July 2015

Development Lead

- Project leader and team manager.
- Development of interactive HTML5/CSS3/JS presentations.
- Work for Veeva iRep, Agnitio, Cegedim MI Touch, Pitcher.
- Salesforce CRM integrations.

MediAttic Interactive

April 2013 – March 2014

Senior Designer / Project Leader

- Designer and developer for web and mobile projects.
- Project leadership responsibilities.

Bytal Comunicación

August 2009 – April 2013

Co-founder & Design Director

Dizen

September 2006 – July 2009

Multimedia Designer

- Senior web designer responsible for half of the studio's clients.

Education

Champagnat University

2003 – 2007

Bachelor's Degree in Multimedia Design

Graphic Designer

2003 – 2006