

MARINA RUIZ

Product Designer | Los Angeles, CA | marinaruiz.la@gmail.com | [linkedin.com/in/marinasera](https://www.linkedin.com/in/marinasera) | www.marinasruiz.com

PROFESSIONAL SUMMARY

Product designer with 8+ years across B2C e-commerce and consumer web, now running an AI-augmented design practice. At Weedmaps, led end-to-end design work tied to \$2M+ in added revenue. Currently founder of Init Collective, where I design and ship production websites, design systems, and analytics-driven UX audits for DTC and service brands, building on a 73-component Astro library and agentic AI workflows that take work from research to shipped product.

SKILLS

Product Design: Figma, design systems, interaction design, prototyping (Framer), user research, usability testing, wireframing, A/B testing, conversion optimization, accessibility (WCAG)

Front-End: HTML/CSS, Astro, component library architecture, responsive and multi-platform design, Git/GitHub

AI Workflows: Claude Code, agentic automation (OpenClaw), ComfyUI, local LLMs (Ollama)

Analytics & Data: GA4, Hotjar, Microsoft Clarity, Shopify, WordPress, Airtable, SQLite, SEO / local SEO

EXPERIENCE

Founder & Product Designer, Init Collective

Los Angeles, CA | 2024 – Present

- Run a one-person product design practice delivering web design, design systems, analytics-driven UX audits, and local SEO for clients in home, fashion/jewelry, and wellness.
- Audited the Shopify e-commerce funnel of an international fashion/jewelry brand doing \$1M+ in revenue: used GA4 and Hotjar behavioral data to identify revenue leaks, delivered prioritized UI/UX recommendations, and redesigned the product detail page (PDP).
- Designed a full design system and landing page architecture for HouseAmerica Financial (home lending), spanning three audience tracks (HELOC, purchase, and recruiting) with a reusable product-card component system.
- Built a 73-component Astro design library (15 hero variations, 8 site archetypes) that serves as the production base for all client and demo builds, cutting build time on new sites.
- Engineered an automated lead-generation pipeline with OpenClaw agents that produces brand-personalized demo sites (auto-extracted brand palettes) and side-by-side comparison videos across 6 niches, backed by SQLite and an Airtable CRM.
- Built an SEO automation for DeMejico (furniture manufacturer, WordPress) using OpenClaw and Claude: the system connects GA4 and Google Ads data to generate weekly SEO posts, freeing up hours of the CEO's time each week.

Product Designer, Weedmaps

Sunnyvale, CA | Jan 2022 – Oct 2024

- Led end-to-end design of the B2C e-commerce onboarding experience serving 100K+ monthly new users, contributing to \$2M+ in added revenue.
- Drove a 20% increase in conversion and a 15% reduction in bounce rate through A/B testing and iterative, research-informed design.
- Helped establish a scalable design system adopted across 6+ product teams.
- Ran usability testing and user research to validate onboarding and e-commerce flows before release, working with PM and engineering partners.

UX Researcher, Creative Labs

Los Angeles, CA | Sep 2019 – Jun 2020

- Conducted 50+ user interviews and usability sessions that informed the product roadmap.

UI/UX Designer, WatchAir

Los Angeles, CA | Oct 2016 – Jun 2017

- Designed a cohesive cross-platform user experience across mobile, web, Roku, Amazon Fire TV, and Apple TV.

Freelance iOS App Designer & Developer, Self-Employed

Los Angeles, CA | Oct 2015 – Oct 2016

- Designed and developed iPhone apps end to end, owning both the interface design and the Swift implementation.

EDUCATION

UCLA, B.A. Environmental Studies, 2020

Designlab, Certificate in UI/UX Design, 2021