

Claudia Kich

UX/Product Designer

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ABOUT

With **20+ years** creating **human-centered**, scalable digital platforms across government, banking, and global organizations.

My work blends UX strategy, design, systems thinking and **deep empathy**.

Expert in **user research, persona development, and co-creation workshops**, I ground every design decision in evidence and **user insight**. I thrive in cross-functional environments to deliver seamless, impactful experiences.

EDUCATION

HUMAN CENTERED DESIGN FOR DIGITAL TRANSFORMATION

STANFORD UNIVERSITY | 2024

BUILDING AN AI ORGANIZATION

STANFORD UNIVERSITY | 2024

DESIGN

UNIP | Bachelor's Degree
Brasilia, Brazil | 2008

TOOLS

Adobe (Photoshop, Illustrator, XD, Express), AI (chatGPT, Gemini, CoPilot), Figma, Full Story, Github, Google Analytics, Hotjar, InVision Miro, Notion, Sketch, HTML/CSS and Javascript



SELECTED EXPERIENCE

Senior UX/UI Designer at **YPO**

United States / Remote (May 2022 - Mar 2025)

Shaped the **design strategy** for YPO's global member platform, supporting 34,000+ executives across 140+ countries. Directed the migration from Salesforce to Hivebrite, using **research-driven insights and AI prompting** to improve adoption and streamline customer journeys. Designed and optimized key modules, leading to a 37% increase in member engagement and streamline customer journeys. Created and governed a unified **design system** to align multiple digital properties, enabling consistent experiences and **efficient developer handoff**. Partnered closely with product managers, engineers, and customer support teams to deliver customer success solutions at scale. Facilitated **user research, usability testing**, and co-creation workshops to validate design iterations and inform future roadmap decisions.

Senior Designer Specialist at **WMO / INMET**

Brazil / Remote (Jul 2016 - Jul 2018)

Redesigned Brazil's national weather alert platform (INMET), transforming complex data systems into **user-friendly, accessible interfaces** for both web and mobile. Applied human-centered design practices, conducting **research** with diverse audiences to establish the **information architecture, user journeys, personas**, and multilingual interaction patterns. Designed real-time **dashboards and workflows** for public safety, ensuring clarity in high-pressure, data-heavy scenarios. Collaborated with engineers, data scientists, and global stakeholders to **align user needs with technical feasibility**, demonstrating cross-functional teamwork in a mission-critical environment.

Principal UX Consultant & Strategist

USA, Canada, Brazil, Portugal, Switzerland, Australia (2001 - Present)

Led **20+ digital transformation projects** across public, private, and nonprofit sectors, with a focus on **accessible, user-centered** platforms that serve high-impact missions. Delivered end-to-end UX strategy including **research, design systems, prototyping**, accessibility audits, stakeholder facilitation, and front-end implementation. Recognized for **simplifying complex systems** into scalable, multilingual solutions that empower users and drive systemic change.

Senior Designer Specialist at **PAHO**

Brazil / Remote (2014)

Led the **UX strategy for a national Patient Safety platform** accessed by healthcare professionals across Brazil. Transformed an extensive government repository into a streamlined, intuitive platform—centralizing **critical health protocols, policies**, and training materials into a single accessible system.