

Claudia Kich

UX/Product Design Leader |
Design Systems, Accessibility
& Platform Strategy

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ABOUT

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

I specialize in **design systems**, organizational governance, and **accessibility standards** that enable teams to deliver inclusive, sustainable products at scale. My work sits at the intersection of strategy, execution, and enablement—translating complexity into clear operating models, scalable systems, and **confident decision-making** across multidisciplinary teams.

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

AI (Claude, chatGPT, Gemini, CoPilot), Figma, Adobe Creative Suite, Full Story, Github, Hotjar, Miro, Notion, Jira, Confluence, HTML/CSS/Javascript and more

 wAlly UI Kit

SELECTED EXPERIENCE

Senior UX/UI Consultant & Strategist

USA, Canada, Brazil, Portugal, Switzerland, Australia (2005 to Today)

Led **10+ digital transformation projects** across public, private, and nonprofit sectors, designing **WCAG-aligned** digital products for high-impact missions. Delivered end-to-end UX strategy including research, **design systems**, prototyping, **accessibility** training, audits, implementation, and **governance**, helping multidisciplinary teams embed accessibility into everyday product delivery. Recognized for **simplifying complex systems** into scalable, multilingual solutions that empower users and drive systemic change.

Selected clients include **Export Development Canada**, **HSBC**, **Pan American Health Organization**, public sector organizations, and global nonprofits across North America, Europe, and LATAM.

Senior UX/UI Designer at YPO

United States / Remote (2022 to 2025)

Shaped design strategy for YPO's global member platform serving **34,000+ executives across 140+ countries**. Led platform transformation from Salesforce to Hivebrite, aligning product, engineering, and member experience teams around a unified operating model. Reframed forum experiences into decision-driven, marketplace-style journeys, increasing engagement by 37%. Established and governed a **cross-platform design system** to support scalability, consistency, and developer handoff. Facilitated research, usability testing, and co-creation workshops to inform roadmap and organizational decisions.

Senior Designer Specialist at WMO / INMET

Brazil / Remote (2016 to 2018)

Redesigned Brazil's National Weather Agency 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.

Senior UX/UI Designer at Banco do Brasil

Brazil | On-site (5 years)

As a key member of the Mobile App Team, I was responsible for transforming the user experience for a flagship application with over **100 million downloads**. My primary objective was to redesign existing and legacy systems to reduce visual complexity and cognitive load, creating a more intuitive and efficient user journey for millions of users.

EXPERTISE

ACCESSIBILITY

DESIGN SYSTEMS

GOVERNANCE

ARTIFICIAL INTELLIGENCE

RESEARCH

INFORMATION ARCHITECTURE

USABILITY TEST

AGILE

WCAG