Claudia Kich

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
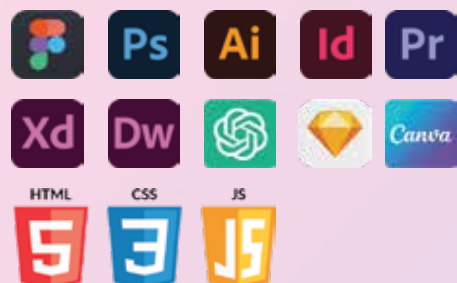STANFORD UNIVERSITY | 2024

DESIGN
UNIP | Bachelor's Degree
Brasilia, Brazil | 2008

TOOLS

AI (chatGPT, Gemini, CoPilot), Figma, Full Story, Github, Google Analytics, Hotjar, Miro, Notion, HTML/CSS and Javascript

SELECTED EXPERIENCE

UX Accessibility Advisor at Export Development Canada

Vancouver, BC, Canada / Hybrid (2025 to Today)

Lead accessibility strategy across enterprise digital products, embedding **WCAG compliance** into systems, processes, and delivery workflows. Partner with design, product, engineering, and governance teams to operationalize inclusive design at scale. Contribute to the evolution of EDC's **design system**, ensuring accessibility is built into every component and interaction. **Mentor** designers and teams, strengthening accessibility capability across the organization.

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.

Lead UX / Product Designer at PAHO / ANVISA

Brazil | Contract (2 engagements)

Led UX and service design initiatives for Brazil's National Health Surveillance Agency in partnership with PAHO. Designed digital workflows supporting patient safety, regulatory compliance, and public-facing health services. Translated complex policy and clinical requirements into usable, auditable, and accessible digital experiences. Facilitated cross-functional workshops to align policy, operations, and technology across public health systems.

Senior Designer Specialist at WMO / INMET

Brazil / Remote (2016 to 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 to Today)

Led **10+ 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.