

MARIO RUIZ

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STRENGTHS

Leadership, creative direction, design planning, design research, user & process need definition, communication, technical & operations management, project management, team building

SOFTWARE

Microsoft Office, Adobe Indesign, Adobe Illustrator, Adobe Photoshop, knowledge of HTML and C development languages

EDUCATION

Institute of Design, Illinois Institute of Technology, Chicago, IL

Master of Design Methods. Design planning, structured planning, human factors, design research, design analysis, organizational implementation, and interaction design. 01.06 – 12.06

Honors: HP Resident Fellowship, Graduate Honors for Outstanding Academic Achievement

Stanford University, Stanford, CA

Bachelor of Science in Engineering: Product Design. 09.96 – 06.00

Stanford Overseas Program, Berlin, Germany

Cultural development courses. 09.98 – 12.98

University of California, Berkeley, CA

Digital filmmaking, film editing. 01.05 – 06.05

OBJECTIVE

To utilize skills in strategic design planning and user research in a design leadership position within a corporation or agency.

EXPERIENCE

Hewlett-Packard Corporate HP Design Group, Palo Alto, CA Senior User Interface Design Strategist, 01.07 – 3.08

Led and directed a structured design approach to define and roadmap HP's long-term mobility strategy. Nominated as design lead on hand-selected core mobility team along with chief technologist of HP Mobility group and cross-company HP senior and distinguished technologists. First phase of design process developed nine key opportunity areas for HP. Managed design process and roles for group of 12 designers.

Hewlett-Packard Corporate HP Design Group, Palo Alto, CA User Interface Design Strategist, 04.04 – 12.05

Directed strategy and development of common user interface visual design and interaction standards across HP product portfolio. Led development of cross-product interface design language for photography consumer segment affecting software pc, retail kiosk, printer, and camera interfaces. Co-led yearlong design effort to integrate and standardize on-screen and hardware interaction behavior across embedded UI devices: consumer and business printers, cameras.

Hewlett-Packard Internet & Marketing Services, Palo Alto, CA Intern, Technical Marketing Engineer, Marketing Manager II, 06.98 – 04.04

Defined code development, translation, and design processes for centrally managed HP.com home and top level pages (35 languages; 56 countries) through 5 site redesigns. Collaborated with cross-company product marketing teams to align business needs with centralized, global design strategy on hp.com home and support pages. Led development team in production of localized web graphics, JavaScript, style sheet, and html templates (35 languages).

PERSONAL

Fluent in Spanish, working knowledge of German
Member, IDSA, DMI

UC Berkeley Men's Volleyball 2005, All-League NCCVL '05

Honorable Mention All-American - NIRSA National Championships '05

USA Adult Volleyball National Championships '02, '03, '05

Head Coach, Menlo-Atherton Girls Junior Varsity Volleyball '03

Interests include traveling, sailing, photography, and learning the guitar