

Roxane Christel Ople Ruiz

Customer Experience | UX Designer

✉ roxanechristel@gmail.com

📞 +65 97517617

🌐 [linkedin.com/in/roxaneruiz](https://www.linkedin.com/in/roxaneruiz)

EXPERIENCE

Senior Executive, Customer Experience

Income Insurance Limited

Jan 2023 - Current

- Managed the setup and implementation of an experience measurement & tracking program
- Led the execution of a customer micro journey research with partner agency
- Identifying customer needs and use cases throughout a customer journey and translating them into business requirements
- Responsible for the implementation of refreshed integrated communication letters with internal stake holders & partner agency to drive customer centricity
- Member of internal agile team to drive seamless customer experience and cross sell

Marketing & UX Executive

Sports Schooling Pte Ltd

Aug 2021 - Dec 2022

- In collaboration with the customer service team, an automated feedback system was built using SaaS to provide feedback to parents on their children's learning progress. User research was conducted by interviewing parents and coaches to understand the pain points of both parties. The new system received positive feedback from parents through e-mails and messages
- Designed the service blueprint to improve and ensure consistencies in customer onboarding experience, payment experience and ongoing customer engagements across all departments - Customer Service, Operations and Learn-to-Swim teams
- Worked with the centre operations manager to develop a new automated booking system using SaaS for existing club members to book sports facilities. This resulted in a decrease in man-hours for the customer service team and an increase in customer bookings
- Conducted competitor research to understand and identify current gaps in our most profitable program - Learn-to-Swim, and found potential business opportunities to improve profitability and remain competitive in the swimming industry
- Worked with the Customer Service and Learn to Swim team to create a survey that would provide an in-depth understanding of customer needs in SwimSafer programs
- Revamped The Swim Lab website and had a 47% decrease in bounce rate and an 11% increase in page sessions

UX Designer

General Assembly

Feb 2021 - May 2021

- Redesigned the homepage and product page of Polypet. Led the whole redesign from research to conception, visualisation and testing
- Proposed community features for Spartans Boxing Club to increase the retention rate and the community reach and engagement in their mobile app. In charge of the usability testing of proposed mobile app features
- Led all the user interviews for the ActiveSG website redesign. Identifying the issues faced by customers and brainstorming with the project team to translate findings into solutions

SKILL

Design

Sketching
Wireframing
Prototyping
Information Architecture
User Interface Design

Research

Customer Journey Mapping
User Interviews
Heuristic Evaluation
Usability Testing
Benchmarking
Affinity Mapping
Empathy Mapping
Google Analytics

Tools

Figma
Qualtrics XM Platform
Canva
Wix
Airtable
Zapier
Jotform
Google Sheets
Adobe Illustrator
Adobe Photoshop

Language

English, Tagalog, Malay

EDUCATION

User Experience Design Immersive

General Assembly
2021

Bachelor of Engineering (Honours) Mechanical Design & Manufacturing Engineering

Newcastle University - Singapore Institute of Technology
2014 - 2016