

Ruben V Charles

PRODUCT DESIGN EXPERT **10+ YEARS**

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rubenvc.com



Judge for the
A'Design Awards

Over the past 10 years, I've had the privilege of leading design efforts for both Fortune 500 companies and startups in Web3, AI, Fintech, e-commerce, helping them create memorable and impactful designs and brands. I've also had the honor of serving as a judge for several major international design awards, giving me a unique perspective on the industry and allowed me to stay up-to-date with the latest design trends and best practices.

Experience

Director of Product Design – Trident3

August 2022 to Present

- Worked closely with C-suite leaders to prioritize features, define business goals and meet KPIs such as 'Time to Insight'
- Led the creation of an extensive design system (Figma components), translated it to frontend components (VueJS and CSS)
- Created an insight-based AI analytics tool, conveying data more effectively and intuitively than a standard dashboard
- Kept updated on industry best practices and initiated periodic design team sessions and workshops
- ① Trident3 pioneered the creation of an essential data suite for Fortune 500 companies and enterprises

Director of Product Design – Aiko AI

July 2018 to August 2022

- Led product design, innovation and vision for Aiko AI products, including Aiko Mail and Aiko Meet.
- Conducted user testing and feedback sessions, iterated design with insights, resulting in a 20% boost in 'Task Success'
- Established a design system maintaining a cohesive and visually consistent user experience across the software suite
- Led the website redesign, optimizing user flow, animations, resulting in ~30% surge in conversion rate for downloads
- ① Aiko AI builds enterprise productivity software, voted *Best AI company of the year and Best Startup founded in NYC*

Product Design Manager – Epic AI

May 2017 to July 2018

- Directed a high-performing team of 10 in the creation of multiple AI and Web3 applications.
- Conducted A/B testing for critical design elements over a three-month period, increasing positive feedback by 30%
- Led client meetings with global influencers and spoke at panels of industry experts, representing the company
- Pioneered the design for the first ever AI conversation-based application builder: Crane AI ([see portfolio for more](#))
- ① Epic AI is the umbrella company for AI and Web3 companies such as Crane AI, Coindealer, Trane AI, Flowmetrics and more

Product Design Manager – Arrêt sur Image

October 2013 to May 2017

- Provided training on design tools and led the team in executing client projects from social media posts to user interfaces
- Established and implemented design processes, enhancing team collaboration and reducing turnaround time by 20%
- Led the redesign of the company website (arret-sur-image.fr) using Sketch, Figma, HTML and CSS
- ① Arrêt Sur Image is a leading communications consulting company. Clients include Deloitte, AXA, Nestle Waters, L'Oréal...

Skills and more



- UI/UX, Figma, Sketch, Adobe Creative Suite, HTML, CSS, GitHub
- Judge for **A'Design Awards**, **Stevie Awards**, **Intl. Business Awards**
- **English:** Native **French:** Native **Spanish:** Intermediate

Education

Bachelor's, Computer Science
University of Miami

MBA (Partial), INSEAD

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LinkedIn

Behance

Dribbble