

NATACHA RUIVO.

Senior Product Designer

Hello I am
Natacha Ruivo.

*I help companies uncover opportunities, improve customer experiences, and shape products and services for an AI-driven future.
Over the last 15+ years, I've worked with startups, venture builders, public sector organizations, and global enterprises across healthcare, automotive, enterprise software, and consumer digital products.*

Experience.

Fev 2020 – Nov 2026

Critical TechWorks
BMW Group
Germany & China

Senior Product Designer

Led the migration and redesign of BMW's legacy data-heavy platforms, including vehicle configurators, B2B/B2C inventory management tools, after-sales applications, and vehicle assembly systems, establishing research-driven, user-centered design practices and a scalable design system.

Designed in-car Media & Entertainment BMW Operating System X software experiences and supported the adoption of AI-assisted design workflows for 100+ designers.

Jun 2018 – Jan 2020

BCG Digital Ventures
(now BCG X)
Germany & China

Senior Experience Designer

Designed and launched a B2C digital vision care platform for Zeiss in China, combining AR virtual try-on and Machine Learning-driven personalization, from extensive market research and concept validation through go-to-market.

Contributed to BASF venture validation and service design initiatives across healthcare, chemicals, and internal BCG DV people development model.

Apr 2017 – Jun 2018

Babbel
Germany

Senior Product Designer

Led UX initiatives for Babbel's language-learning platform, defining learner-centered engagement and conversion strategies while mentoring designers and improving design practices.

Jan 2015 – Mar 2017

Minitheory
Singapore

Senior UX Designer & Biz Dev

Designed digital products for startups and enterprises from research and discovery through delivery, including a predictive water management system for Singapore's National Water Agency that transformed complex operational data into proactive decision-making.

Gap year — backpacking

Aug 2012 – Dec 2013

Shortcut AS
Norway

UX/UI Product Designer

Designed a digital health companion app for Pfizer's Genotropin therapy, helping parents manage treatment logistics, supporting patients' adherence to daily injections, and increasing engagement throughout the care journey.

Delivered mobile and enterprise products across healthcare, finance, and retail sectors, leading projects from user research through implementation.

Jul 2011 – Jul 2012

Mobients Inc
United States

UX Designer

Designed UX flows and wireframes for AT&T, a Fortune 20 telecommunications company, contributing to the U-verse iOS and Android applications serving 4.9M+ users.