

Nina van Riet

SENIOR PRODUCT DESIGNER

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SUMMARY

Senior Product Designer with 5+ years in enterprise B2B SaaS and data-heavy platforms. Most recently sole designer on an ESG data platform, working with 5 engineering teams and 2 PMs, reporting to the COO/Founder.

I turn fragmented workflows into scalable systems, grounded in user research and backed by working tools I build with AI.

SKILLS

Core

Product Design · UX Design · UI Design · Interaction Design · Systems Thinking · Information Architecture · User Flows · Product Strategy · Design Systems · User Research · Usability Testing · Data Visualization · Accessibility (WCAG)

Tools

Figma · Miro · Maze · PostHog (product analytics) · Notion · Linear · Jira · Storybook · Claude Code

Methods

End-to-end ownership · Discovery · Wireframing · Rapid prototyping (Figma) + AI-assisted coded prototypes via Claude Code · Workshop facilitation · Stakeholder management · Cross-functional leadership · Agile delivery · Design QA automation

LANGUAGES

English - Native

Portuguese - Conversational

EDUCATION

UX/UI Design Immersive Program
Ironhack Amsterdam (2020)

BFA, TV & Broadcast Journalism
Chapman University (2011-2015)

WORK EXPERIENCE

Senior Product Designer · *Scaler*

Sep 2025 - Aug 2026

Sole designer from April 2025 on an enterprise ESG data platform used by institutional real estate funds. Owned end-to-end design across 5 engineering teams and 2 product managers, reporting to the COO/Founder.

- Redesigned a failing survey workflow into an in-platform data request system that replaced the manual email-and-Excel process; 12 of 30 enterprise accounts adopted it in the first quarter, 18 by August 2026
- Co-built the Aurora design system with Claude Code and engineering review (tokens, component library, documentation site); partnered with engineering to publish it to Storybook, driving migration of legacy pages across all product teams
- Drove front-end fixes to production with Claude Code and engineering review, including a platform-wide cross-module navigation overhaul; built the company's UX issue-logging tool the same way
- Conducted a platform-wide UX audit: 332 issues across 50+ screens; 27 urgent issues directly shaped 2026 roadmap prioritization
- Ran an IA research program using interactive card-sort and voting tools I built with AI; synthesized results into 13 Linear tickets, of which 3 shipped as structural navigation changes
- Shipped a portfolio-wide alerts view with bulk export and import that enterprise accounts use to find and fix data gaps across 200+ asset portfolios, instead of auditing one asset at a time

Product Designer · *Scaler*

Jun 2024 - Aug 2025

- Designed the API mapping interface for engineering's integration setup across 15+ third-party data providers, and surfaced integration status (mapped vs unmapped, sync errors) to the Account Ops team so integrations are visible and workable outside engineering
- Promoted to Senior Product Designer after 15 months

UX Designer · *Studytube*

Nov 2023 - May 2024

- Redesigned event management and reporting in the LMS admin tools, and delivered a cross-touchpoint learning concept that fed the company's skills-based product direction

UX/UI Designer · *View Studios*

Feb 2023 - Oct 2023

- Owned design from concept to shipped feature across multiple client platforms, delivering high-fidelity UI and interaction flows

UX Designer · *Castor*

Jan 2021 - Jan 2023

- Only UX designer on eConsent, a clinical workflow platform used globally under strict compliance and validation requirements
- Built Castor's design system from scratch, roughly halved design and dev time on new features, based on sprint estimates before and after rollout

AI AND AUTOMATION

- Replaced manual design QA with a script that checks staging against the designs and files the differences as Linear tickets
- Built and rolled out an AI design assistant used by 5 engineering teams for design-system-accurate decisions without designer bottlenecks
- Delivered an interactive 332-issue audit tool in 3 days using AI-assisted prototyping
- Automated PRD drafting, research synthesis and feedback capture, so one designer could cover five engineering teams