

Bernardo Ruiz Cano

Senior Product Designer

AI products · Product strategy · Design leadership

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Product designer experienced in turning ambiguous problems into clear product direction across enterprise AI. Comfortable working on aligning teams around early concepts, and learning through iteration. I combine product strategy and design leadership with hands-on interaction design. Recently expanding into vibecoding to explore ideas and build working agentic experiences.

EXPERIENCE

Senior Product Designer - Microsoft

October 2021 - Present

Researcher Agent

- **Led core Researcher design** alongside the group manager, from early concepts through release - from the first prompt to the finished report. Launched worldwide in May 2025.
- **Defined content-rich Chain of Thought interactions.** Partnered with Copilot core and agent-platform teams on citations, navigation, and response patterns.
- **Led Researcher's steering design:** envisioned the UX, defined the initial scope, and adopted core Copilot patterns as Plan evolved into Tasks. Shipped to 100% worldwide on web; rollout showed 23% fewer user aborts/cancels.

Bernsletter

- **Built a personal M365 brief** during hack week, attracting subscribers across teams within the design organization.
- **Prompted a cross-functional team** to explore Copilot integration.
- **Generated requests from multiple Microsoft teams** to understand Bernsletter's technology and underlying voice-and-tone skill.

Other projects

- **Co-led Copilot News** personalization and summarization UX.
- **Led Edge New Tab Page redesigns** across enterprise and consumer needs.

Product Design Manager - Boletia

2017 - 2021

B2B/B2C ticketing & event management

- **Led the ticket-purchase checkout redesign** with design, product, support, and engineering. Bounce rate fell from 48% to 29.5% after launch - an 18.5-percentage-point drop.
- **Shaped a mobile-first checkout** through user and stakeholder interviews. With 80%+ of purchases on mobile, improved pricing visibility, order clarity, and forms.

Neerme · Live-streaming platform

- **Designed the platform from scratch** as sole designer during the 2020 - 2021 pivot: concept, brand, design system, and React prototypes. Iterated chat from an initial stream of 3,000+ viewers to supporting 40,000 viewers.

Team and design system

- **Built and managed a multidisciplinary team.** Maintained a shared design system and coached designers in HTML, CSS, React, Sass, and PostCSS.

SKILLS & CAPABILITIES

Product design

AI and agent UX; user flows; information architecture; responsive web; checkout experiences.

Leadership

Product vision; zero-to-one design; team management; mentoring; stakeholder facilitation.

Research and systems

User interviews; research-informed design; design systems; reusable components; prototyping.

Design & prototyping

Figma; Claude Code; React; HTML/CSS; AI-assisted prototyping.

EDUCATION

BA Graphic Design

Universidad Autónoma de Nuevo León

LANGUAGES

English · Spanish