

Hi 🖐️ My name is Ruby Cheung.

As a product designer I love creating delightful experiences ✨.

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🔧 TOOLS



🎓 EDUCATION

University of Waterloo

Global Business & Digital Arts

Sept 2012 - April 2016

🏗️ PROJECTS

Shopify Hack Days

PRODUCT DESIGNER

March 2016

- Worked in a team of 6 to create an intern page within Shopify Careers during Hack Days. Placed in Top 20.

Living Together

PRODUCT DESIGNER

February 2016

<http://livingtogether.io/>

- Webapp that allows roommates to communicate through a messaging board and schedule chores.
- Created the user flow, interface, logo, and brand. Created within 24 hours for McHacks and finished 5th out of the 80 hacks.

Smile.io

PRODUCT DESIGNER

January 2017 - Present

- Designed products: Smile Admin (Merchants), Smile UI (Customers), and Smile Internal (Employees).
- Created processes and documentation that allowed our team to become more efficient:
 - Onboarding
 - UI frameworks for each product
 - Structure design handoffs

Flipp

JR. WEB & GRAPHICS DESIGNER

May 2016 - January 2017

- Solely responsible for all marketing consumer and retailer content.
- Created over 15 ad campaigns for Twitter, Facebook, Pinterest, and Google.
- Designed, developed, and manage Flipp's marketing blog (finds.flipp.com) using Ghost.
- Created multiple retailer whitepapers and landing pages integrated with Pardot.

Social Venture Partners

UX DESIGNER & WEBSITE MANAGER

Sept 2015 - June 2016

- Created public-facing infographics, printed content, and graphics.
- Managed website content.

SOCIAL MEDIA & WEBSITE MANAGER

June 2015 - Sept 2015

- Solely responsible for all public-facing content. Created over 20 printed and graphic products distributed to prospective and current partners.
- Created custom design content for social media accounts (Twitter, Facebook, and Instagram) and website (www.svpwr.org).
- Created structure for social media accounts by introducing theme days.