

# Hi 🙋 My name is Ruby Cheung.

I am a product designer, passionate about solving problems through empathy, streamlining processes, and making data-driven decisions.

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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

- Webapp that allows roommates to communicate through a messaging board and schedule chores.  
<http://livingtogether.io/>
- Created the user flow, interface, logo, and brand. Created within 24 hours for McHacks and finished 5th out of the 80 projects.

## 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](http://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](http://www.svpwr.org)).
- Created structure for social media accounts by introducing theme days.