Hi 👋🏻 My name is Ruby Cheung.

As a product designer I love creating delightful experiences ✨.

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📞 416 - 708 - 3909

🛠 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

- Prior to our team growing, I was the main product designer for 1.5 years.
- As our team grew, I 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 - 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.
- Currently creating a landing page that outlines Flipp's history, used internally for our new and current employees.

Social Venture Partners

UX DESIGNER & WEBSITE MANAGER   Sept - June 2016

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

UX DESIGNER & WEBSITE MANAGER   Sept - June 2016

- 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.