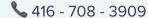
# Hi Ny name is Ruby Cheung.

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

rubycheung.com



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#### % TOOLS















## **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) 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.