Renae Ruschill

renae.dev • hey@renae.dev • (712) 541-3834

EXPERIENCE ——

Lead Product Designer

MakuSafe ▪ *Wearable Safety Technology* ▪ MAR 2021 – NOW

- **Spearheaded the redesign of the primary cloud data & analytics platform**, introducing a new visual language and pattern library. Implemented the design system as an Angular component library, improving user experience with consistent interactions and reducing development time for new features by 20%.

- **Conducted user interviews with pilot installations** to identify use cases and pain points, revealing a preference for actionable insights over complex charts. These findings informed user-centered design strategy focused on supporting safety leaders to act immediately without needing to interpret complex data.

- **Designed a flagship feature in collaboration with the data science team,** translating statistical data into a narrative of worker effort and injury risk throughout the day. This feature became a daily tool for customers to prioritize safety actions, resulting in improved workplace safety and increased user engagement.

- **Led the design and vision for an internal fleet management tool,** developing an intuitive interface that replaced cumbersome database lookups with a global search, real-time status map, command controls, and error monitoring.

- **Influenced the design strategy for native mobile apps**, advocating for transparency by allowing workers to view data from Bluetooth-paired wearable devices. This approach increased user trust and adoption.

- **Achieved company-wide alignment on new features** through recorded prototype demonstrations, enabling stakeholders to review at their own pace. This method led to more thoughtful feedback, a more efficient review process, and reduced post-development design revisions.

User Experience Design Lead

We Write Code ▪ *Software Consulting* ▪ MAY 2019 – MAR 2021

- **Led a design team of three** in creating high-fidelity prototypes for greenfield software projects across various industries, including agriculture, renewable fuels, health and wellness, and finance. Provided mentorship and guidance to junior designers and copywriters, fostering skill development and learning together.

- **Engaged directly with clients** to build trust and define project requirements through detailed discussions and whiteboarding sessions. Maintained a tight feedback loop to ensure aligned expectations and successful outcomes.

- **Championed accessibility, equity, and inclusion** in software design process, introducing WCAG (Web Content Accessibility Guidelines) compliance and conducting user interviews.

- **Produced technical visual documents** including information architecture diagrams, database structure schematics, and cloud computing service flowcharts. Collaborated closely with DevOps team to ensure these documents accurately represented the client's cloud architecture needs.

Interactive Designer & Front-End Developer

Shift Interactive ▪ *Software Consulting* ▪ MAY 2015 – MAY 2019

- **Designed e-commerce websites, landing pages, and other digital products** for prominent clients, including Fortune 500 companies and institutions of higher education, delivering custom solutions to meet their diverse needs.

- **Developed innovative advertisement experiences** using emerging technologies such as AR & VR, projection mapping, and IoT, creating engaging and cutting-edge interactive campaigns.

- **Collaborated closely with engineering teams** throughout the design and development process to ensure feasibility and refinement of final deliverables. Contributed front-end code to maintain high standards of quality.

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COMMUNITY INVOLVEMENT ─────

President of the Graphic Design Advisory Council, Iowa State University

- **Coordinate the annual council meeting with twelve members from across the U.S.,** involving a 2.5-day on-campus review of students, faculty, and curriculum to ensure that students are effectively prepared for post-graduation.
- **Engage with students to gather feedback on their education** and hear from professors about current challenges. Advocate for both students and faculty to address gaps and implement solutions.
- **Critique student work, host workshops, give presentations, and facilitate group activities**, providing direction and hands-on guidance to ensure feedback is impactful and beneficial.

Guest Lecturer

- **Reviewed mobile app design classes at Drake University for several years,** visiting with student groups to evaluate their progress and provide constructive feedback.
- **Delivered presentations at Grand View University and Iowa State University** on the life of a UX designer, sharing insights into career paths and key qualities sought in hiring.
- **Participated as a guest professional at Iowa State University** for critiques in various classes, including Augmented Reality Applications, Web Design, and portfolio review, offering expert feedback and guidance.

TOOLS ─────

Figma, Illustrator, InDesign, Photoshop, After Effects, Cinema 4D, Procreate
HTML, CSS / SCSS, JavaScript, TypeScript, THREE.js, Angular, React, Vue, SwiftUI, SQL, git/Github

EDUCATION ─────

Bachelor of Fine Arts, Graphic Design
Iowa State University ▪ AUG 2012 – MAY 2016