Renae Ruschill

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TOOLS

Figma, Illustrator, InDesign, Photoshop, After Effects, Cinema 4D, Procreate, HTML, CSS / SCSS, JavaScript, TypeScript, THREE.js, Angular, Vue, Git, Command Line Tools

VOLUNTEER

Iowa State University Graphic Design Advisory Council
President
JAN 2019 – NOW

Grand View University, Drake University, DMACC
Guest Speaker & Reviewer
AUG 2017 – NOW

Art Directors Association of Iowa
Vice President
MAY 2016 – AUG 2021

EDUCATION

Bachelor of Fine Arts, Graphic Design
Magna Cum Laude, with Honors
Rome Study Abroad Program
Iowa State University
AUG 2012 – MAY 2016

EXPERIENCE

Lead Product Designer

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

Spearheaded the comprehensive 2.0 redesign of the primary cloud data & analytics platform. Conducted user interviews with pilot installations to understand current use cases and pain points. Created a new visual language and pattern library focused on intuitive and polished user experiences. Implemented design system as an Angular component library, supporting platform consistency and reducing future development time.

Designed flagship feature that led to a reduction of injuries by 50% to 90%. The tool analyzes worker motion using statistics and artificial intelligence; it became the #1 used feature in the application.

Influenced design strategy for native mobile Android and iOS apps, advocated for transparent data collection to increase user trust.

Developed production-quality code for web and mobile platforms, increasing overall efficiency of the software team as I provide styling support directly.

User Experience Design Lead

We Write Code • *Software Agency* • MAY 2019 – MAR 2021

Led design on high-fidelity prototypes for 0-1 software in industries such as agriculture, renewable fuels, health and wellness, and finance. Mentored and provided guidance to a junior designer.

Championed accessibility, equity, and inclusion in software design process, introducing WCAG compliance and user interviews.

Produced technical visual documents such as information architecture, database structure, and cloud computing service flowcharts.

Created brand materials for the agency, including a new marketing website and other collateral.

Engaged directly with clients to build trust, define project requirements, and maintain a tight feedback loop.

Interactive Designer & Front-End Developer

Shift Interactive • *Software Agency* • MAY 2015 – MAY 2019

Designed e-commerce websites, landing pages, and other digital products for notable clients, including Honeywell, Bank of America, Toro, and Iowa State University.

Developed innovative advertisement experiences using emerging technologies like AR & VR, projection mapping, "Internet of Things", and more.

Paired with engineering throughout the design and development process to ensure feasibility and polish of final deliverable. Contributed front-end code.