

# Ruby Ruan

UX/UI DESIGNER | USER RESEARCHER | WEB DEVELOPER

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Portfolio: [Ruby Ruan's Portfolio](#)

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## About Me

Insightful UX designer from Taiwan with a background in graphic design, specializing in UX/UI and web development. Skilled in wireframing, prototyping, and user research. Keen observer, adept at interpreting user behavior to create intuitive, user-friendly digital experiences. Experienced in leading teams and managing projects to successful completion. Eager to contribute to Adobe's innovative projects and expand my skillset in a collaborative environment.

## Experience

### Program Assistant

**BYUI Peer Mentoring, Rexburg, ID**

*Jan 2023 - Present*

- Led a team of 10 to achieve a 20% increase in weekly call goal success rate.
- Conducted weekly training meetings, improving team efficiency and collaboration.
- Assisted over 20 students daily, connecting them with resources and support to enhance their academic performance.

### Assistant

**BYUI Disability Service, Rexburg, ID**

*Jun 2022 - Mar 2023*

- Created transcripts of 5+ videos daily for students with disabilities, improving accessibility.
- Enhanced web accessibility for 5+ websites daily using evaluation tools.
- Conducted regular assessments to ensure compliance with accessibility standards.

### Full-Time Missionary

**The Church of Jesus Christ of Latter-day Saints, Taichung, Taiwan**

*Jan 2020 - Jul 2021*

- Led English conversation groups, increasing community engagement by 30%.
- Managed a Facebook page, engaging with over 20 visitors weekly and addressing their queries.
- Conducted weekly meetings to improve visitor experiences, fostering better community relations.

## Education

### Brigham Young University-Idaho

*Bachelor of Graphic Design (UX/UI) | Minor in Web Development*

*Apr 2022 - Present*

- Developed skills in user research, typography, and design thinking.

**Soochow University**  
*Bachelor of Philosophy*  
Sep 2018 - May 2019

## **Skills**

### **Technical Skills:**

- **Design Tools:** Figma, Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- **Programming Languages:** HTML, CSS, JavaScript, Python

### **UX/UI Skills:**

- Prototyping, User Research, Usability Testing, Wireframing, Design Thinking

### **Soft Skills:**

- Critical Thinking, Leadership, Collaboration, Problem-Solving

## **Leadership & Volunteering**

**President**  
**BYU-Idaho UX Design Society | 2023 - 2024**

- Led a student society of 60+ members focused on industry preparation and skill development.
- Conducted weekly leadership meetings, fostering team collaboration and project planning.

**Full-Time Missionary**  
**Church of Jesus Christ of Latter-day Saints | 2020-2021**

- Conducted weekly meetings to improve visitor experience and created engaging visual content.
- Managed a Facebook page, engaging with over 20 visitors weekly and addressing their questions.

## **Projects**

### **Campus Map Redesign Project**

- **Role:** Lead UX/UI Designer
- **Description:** Redesigned the campus map to include building images, student quotes, and feature building introductions. Conducted user research to understand students' needs and preferences, and created wireframes and prototypes using Figma.
- **Impact:** Enhanced the usability of the campus map, making it more engaging and informative. Improved the ease of navigation, which led to positive feedback from 80% of surveyed users.

### **Craigslist Organization Project**

- **Role:** UX/UI Designer
- **Description:** Redesigned the Craigslist interface to improve user experience. Focused on organizing listings to make it easier for users to find what they need. Utilized Adobe Creative Suite for high-fidelity mockups and conducted usability tests to refine the design.

- **Impact:** Increased user satisfaction by 35% and reduced the time taken to find desired items by 40%.

### **Calorie Tracker Project**

- **Role:** UX/UI Designer
- **Description:** Developed a calorie tracking app to help users easily track their calorie intake and customize their goals. Conducted user research to understand various user needs and preferences, and created a user-friendly interface with interactive prototypes.
- **Impact:** Improved user engagement by 50% and helped users achieve their fitness goals more effectively, as indicated by user feedback.

### **Languages**

- **English:** Professional
- **Mandarin:** Native

### **Certifications**

#### **Youth Mental Health First Aid**

National Council for Mental Wellbeing

*Mar 2023 - Mar 2026*