

## Hello,

I'm Ruby, a NYC-based UI and UX designer. I love all aspects of human-centered design and creating products from conception to completion. My extra special sauce is my ability to tie together design with my branding and marketing background to create joyful, accessible, and viable products.

## Skills

Visual design  
Web design  
UX/UI design  
Prototyping  
User research & testing  
Brand strategy & identity  
Content creation  
Project management

## Tools

Adobe CC  
Sketch  
Invision  
Figma  
Balsamiq  
Maze.Design  
CSS & HTML

## Relevant Experience

### Marketing & Design Manager, 2016–Present

Row New York

- Managed 7-month website rebuild, spearheading content strategy, in-person interviews, and Invision prototype testing; teamed up with a UX designer and developer
- Designed and deployed internal intranet serving 80+ employees; utilized card sorts, in-person interviews, and remote testing to validate IA and final design
- Collaborated with key members of the leadership team and external designer to build Row New York's brand identity; created all visual design for new brand materials in Adobe CC

### Outreach Manager, 2015–2016

Americorps & Tahoe Institute for Natural Science

- Developed and launched a research project engaging 130 elementary school students and 6 corporate participants from Patagonia, Inc. to collect data on local climate
- Designed birding field guide, educational wildlife posters, newsletters, and social media content

## Recent Projects

### UX/UI Design: Wine Notes

From conception to completion, I played all roles, including researcher, UX designer, and visual designer, to bring Wine Notes to life. I worked primarily with sketching, Figma, Maze.Design, and Usability Hub to create a product that helps users discover wine they'll love by the brand's flavor-focused highlights which guide the entire design.

### Product Design: Fetch

Fetch allows users to access pet medical records, share care instructions, set reminders, and track pet fitness. As the Lead Experience & Product Designer for Fetch, my responsibility spanned the entire scope of the design process, from concept, research, wireframing, visual design, branding to prototype testing. My go-to tools were Sketch and Invision.