

Hi there.

I'm Ruby, a Tahoe-based product designer specializing in UI and UX design. 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

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

Tools

Adobe CC
Sketch, Figma, & Invision
Maze.Design
HTML/CSS/Javascript
Clubhouse & Github
Airtable
Lookback.io

Relevant experience

Senior Product Designer & Sprint Lead, 2019-Present

Participate

Within my role at Participate, I specialize in taking a problem and making its solution a reality:

- **Product designer:** Lead company-wide early feature sketches, expert/user interviews, site architecture, user flows, and build high fidelity prototypes with daily collaboration with research, development, and product mgmt teams. (example 2020 feature releases included Zapier integration, platform moderation, group mgmt, admin dashboard, reworked login/sign up flows)
- **Squad leader:** Oversee squads for all roadmap projects and bridge Participate's CEO to squads' progress and blockers
- **Sprint facilitator:** Introduced remote Google Venture Sprints to the company and facilitate 5-8 workshops annually to develop feature MVPs
- **Mentor:** Manage, cross-train, and mentor Participate interns and staff who assist with user experience research

Marketing & Design Manager, 2016-2019

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