Ruitao Chen

Product Designer

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I am a Product Designer with a background in marketing and a focus on building user-centered digital experiences. I'm actively expanding my skill set by leveraging AI tools to accelerate design and development workflows, while independently building full-stack applications to strengthen my technical execution and product thinking.

Work Experience

Product Designer
Prommuni | Washington, DC

Nov 2024 - Jul 2025

• Designed intuitive, user-centered mobile and web app interfaces in Figma from scratch, totaling over 60 screens.
• Collaborated closely with a team of 5+ developers and product managers to ensure design solutions were both technically feasible and aligned with brand and product goals.
• Developed a comprehensive design system and style guide, increasing team design efficiency and unifying Prommuni's visual identity across web and mobile platforms.

UI/UX Designer
American Top Team | Duluth, Georgia

Jul 2024 - Nov 2024

• Designed QR code check-in system targeting 50% reduction in member check-in time for American Top Team's MMA gym operations.
• Conducted comprehensive user research including 8 stakeholder interviews and on-site observations at 3 locations to identify operational inefficiencies and member experience pain points.
• Achieved 95% task completion rate in usability testing through iterative design improvements.

UI/UX Designer
SellMax | Remote

Dec 2023 - May 2024

• Increased conversion rate by 14% for SellMax's car quote questionnaire by implementing UX improvements that directly increased lead generation and revenue.
• Reduced user input time by 20% through strategic form optimization.
• Used Figma to modernize UI design and implementing Google Analytics/Hotjar tracking to measure 48% improvement in form completion rates

Core Skills

Figma, Wireframing, Interactive Design, Prototyping, HTML, CSS, Next.js, Vibe Coding, User Research, User Testing

Education

University of Maryland - College Park

Aug 2020 - Dec 2023

Bachelors of Science Marketing