

Highlights

Ruby has worked in both agency and tech environments. Her focus is on design direction, developing visual design systems, brand development, user experience design, and mentoring. As creative lead, she guides her clients and teams through the design process. Her other skills include, branding, market research and analysis, strategic planning, documentation, work across teams, prototyping, concept and content development, illustration, photography, and storytelling.

Work Experience

Adobe (2016-Current): Adobe Design, Lead/Sr.

Design, help shape an Adobe Marketing Cloud new product from the ground up and part of a larger initiative exploring the future of MC solutions. The work includes working across global teams, establishing design systems, innovation in a new space within the industry, collaborating cross-functionally with brand, cloud solutions, engineering, research, argue for a better user experience and mentor designers. Extra curricular activities: social outreach and starting/co-running a company-wide illustration club.

Rubydesign and freelance (1999-2016): Founder and Creative Lead

Consulting business for large and small companies. Services include User experience design (visual design, interaction design), project management, branding, brand analysis, brand extension, naming, logo design, illustration, and print.

Ancestry DNA/Health (2015-2016) UX Designer, Lead

Work across disciplines with an in-house science team, product managers, brand marketing teams, engineering, user researchers to help define goals and strategy, conduct user research, write scripts, help establish a vision and design the system for the DNA & Health various products.

Google (2015, Freelance)

Android Team for Google Fit product UX design, user flows, wireframes, document styles. Work cross-functionally with other Android teams, brand marketing, vendors and engineering.

Swirl-Benefit Cosmetics (2015, Freelance)

UX design for Benefit Cosmetics app. Work: research for strategy, brand analysis, user scenarios, user flows, wireframes.

Apple (2014, Freelance)

UI & UX design solutions for Apple's iOS and Mac OS enterprise applications within an in-house agency style team. Work with internal clients end-to-end, engineer, ensure consistency across products through documentation.

WalmartLabs (2014) UX Design Lead

UX Design Lead for eCommerce UK lifestyle brand, George. Oversaw design from shelf to cart & checkout.

Bank of America/Merrill Lynch (2009-2014) UX Design Lead/VP

Collaborate on various UX projects across different brands and lines of businesses. Highlights: mobile app and online tool design--current and future state, branding, development and management of visual standards, schedule regular ux design meetings, collaborate with external partners to ensure alignment of design goals.

YouTube/Google (2008-2010, Freelance)

UI & UX design in marketing, collaborating with client solutions on partnered brand channels, page specification documentation, concepts for future state widget designs.

Young & Rubicam (2006-2008, 2009): Art Director

Art Direction on integrated campaigns, brand, competitive analysis, interaction design. Branding AMD, Y&R logo explorations, naming. Other clients: Cadbury-Schweppes, MTV, NCAA, Chevron, Texaco, Microsoft.

Yahoo! Inc. UX team (2003-2006) Design Lead, Brand Council UX contact (Platform Team)

Developed company-wide visual standards and tools. The work involved visual design, positioning brands, documentation and global communication of new standards to all visual designers, guiding designers, coordinating standards with new product launches, participation in usability studies, development of schedule. Highlights: network color system, page grid system, network header system design, page grid template system.

Brand Council: a cross-department team that manages direction of Yahoo! brands.

Design Community Lead: Point of contact for design group. Start and foster community, moderating design meetings, scheduling of events, leading a planning committee, community outreach, inspiring others, rallying the troops.
Yahoo! Search & Marketplace: Designer for Search and Marketplace products (Search, Shopping, Travel, etc)

Yahoo! IDEA Group/Brand Marketing (2003-2003): Art Director

Development of online and offline internal and external collateral that included branding, design, concepting.

Tools & Skills

Adobe Creative Suite, Sketch, Omnigraffle, Invision, Invision, Flinto, Principle, MS office

Related Experience

- youth graphic novel: in progress work
- Photography and illustration in gallery shows.
- rubydesign products: Creation of Rubydesign products sold online and local retail stores
- ReadyMade magazine: instructional illustrations and article layout contributor.
- Capitol Records Internship: Music video department internship in Hollywood

Organizations

- OpenIDEO: volunteer
- AIGA: Brand Experience
- WITI (Women in Technology International)
- Asian American Film Festival: screening panel

Education

B.A. College of Art & Design, University of California, Los Angeles

Graphic design coursework included: interactive multimedia, print, 3D computer rendering and animation, video graphics, industrial & environmental design, film, independent research projects, color and form studies, drawing methodologies, design and art history, book design/printing, ceramics, textiles, film studies.

Continuing education includes: Leadership training, Dreamweaver, CSS, HTML, animation, storytelling, storyboarding (animatic), screenwriting, graphic novel development, fashion design, and product development, Axure, XCode

Languages:

English (Native)
Cantonese (Fluent)
Spanish (non-fluent)