



Ruth No

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Brooklyn NY 11201

UX & UI Product Designer / Design Director

Creating beautiful user-friendly products with business goals in mind.

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chillpixel.com

EXPERIENCE

UI & UX Senior Product Designer Freelance at XOGroup (The Knot), New York, NY

03/15 - 12/16

Worked closely with different product teams to create a better bride & wedding journey at TheKnot.com, the most popular and longest running wedding website in the US.

- Recently worked on adding a feature to allow brides and wedding vendors have the ability to book venue tours and start conversations on The Knot's Wedding Planner native app on iOS.
- Partnered with product managers and tech leads to increase KPIs like overall membership, conversion on wedding registries, and wedding fashion attires.
- Created wireframes and high-end UI prototypes on mobile and desktop for bi-weekly user testing sessions.
- Developed a new form registration concept for wedding registries that led to stronger business partnerships with BedBathBeyond and Macy's and increase in registry signups.

UI & Art Direction Freelance at O2KL, New York, NY

10/14 - 03/15

Creating social media and digital needs for healthcare insurance companies like TIAA-CREF.

Design Director at Heartbeat Ideas, New York, NY

06/13 - 10/14

Managed digital and print projects from responsive sites, iPad apps, to mobile and innovative communication tools for sales reps, physicians, and the healthcare community.

- Work day-to-day with account managers, producers and our internal tech team in an agile environment. Recent projects for the Horizant.com were built responsively from desktop to mobile for both consumer and healthcare professionals.
- Worked closely with the development process and QA changes, make quick decisions and increase efficiency.
- Established design industry standards and guidelines for web and iOS and Android development.

Interactive Art Director at Heartbeat Ideas, New York, NY

08/11 - 06/13

Managed many projects from initial concept, concept testing, to wireframes, UX, UI design, and development.

- Worked on an educational iPad about shift work disorder in America.
- Directed a team of animators, illustrators, and voice over artists to create a successful social media campaign creating awareness for those with rheumatoid arthritis.

Interactive UI and UX Designer at MRM Worldwide, New York, NY

10/09 - 08/11

Worked with different creative and tech teams in this digital advertising agency. Projects range from websites, emails, mobile apps, and banners for General Mills, Crown Royal, Nikon, The Home Depot, and Verizon Fios.

PROFICIENCIES

Sketch 3, InVision, Framer, Atomic, OmniGraffle, Photoshop, Illustrator, InDesign, HTML, CSS, Bootstrap. Basic knowledge of CoffeeScript, jQuery, Ruby on Rails, and AngularJS.

EDUCATION

Codeacademy Labs (Beta Workshop), New York, NY

12/14 - 03/15

Digital Photography & Lightroom, International Center of Photography, New York, NY

2012 - 2014

Bachelor of Fine Arts in Graphic Design, School of Visual Arts, New York, NY

2000 - 2004