

# Ruby Park

PRODUCT DESIGNER

## PORTFOLIO

[www.rubyshannonpark.com](http://www.rubyshannonpark.com)

## CONNECT

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Linkedin: [www.linkedin.com/in/rubypark/](http://www.linkedin.com/in/rubypark/)

## SKILLS

### Tools:

- Figma
- Sketch
- InVision

### Design:

- Visual Design
- Wireframing
- Interaction Design
- Rapid Prototyping

### Research:

- Personas
- Surveys
- User Interviews
- Usability Testing
- Journey Mapping
- Affinity Mapping
- Competitive Analysis

## EDUCATION

University of California, Irvine  
B.A. Psychology & Social Behavior

## PROFESSIONAL EXPERIENCE

### Product Designer

Consultant | Nov 2019 - Jan 2020

- Muze — designed a new dashboard and a custom analytics page for real estate agents to track their property listings' performance.
- Streamloan — created an efficient workflow for loan officers to track, manage, and execute complex tasks from the loan process.
- Amazon — designed an e-commerce site focused on information hierarchy to promote existing brands and discoverability.

### Platform Operations Coordinator

InMobi | Apr 2018 - Jun 2019

- Implemented workflows and training sessions for our global sales and partner manager teams which led to an increase in user adherence by 80%.
- Worked with engineers to build 60+ dashboards and performance metrics per region.
- Analyzed and presented business metrics to the executive and regional teams.

### Publisher Development

InMobi | Jun 2017 - Apr 2018

- Led strategy sessions to help target prospects through user and market research.
- Organized the sales workflow to reduce delays, resulting in a faster and more efficient workflow.
- Onboarded clients to streamline the handoff process to partner managers and help grow accounts.