

# Ruby Chien

CHIEN.

rubychien.me

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909.702.6468

## PROFESSIONAL EXPERIENCE

### SR. PRODUCT DESIGNER

Sep 2020– Present

### PRODUCT DESIGNER

May 2019 – Sep 2020

Honeybee Health | Los Angeles, CA

- Design the end-to-end experience of a brand new e-commerce platform to fit the unique and complex needs of an online pharmacy, successfully launching the MVP in 4 months
- Lead design updates with the engineering team and stakeholders to collect feedback and technical feasibility concerns for mockups
- Work closely with other cross-functional teams, including an external agency and stakeholders, to create the Honeybee brand, ideate new features, improve UX, and reduce operational inefficiencies
- Collaborate with developers to initiate building custom component libraries to enforce code consistency and reduce design and development time
- Conduct user tests to identify customer pain points and iterate on designs based on qualitative and quantitative data
- Manage and mentor a junior designer with a training plan and constructive feedback
- Contribute to the storefront product direction and create flows, mockups, and prototypes for search, checkout, and dashboard pages

### WEB DESIGNER

May 2018 – Jan 2019

Ruca Corporation | Taipei, Taiwan

- Designed content, structure, layout, and all brand related assets
- Created WordPress website leading to 177% increase in unique visitors
- Implemented new style guide for the company website and corporate visual identity to create a refreshing and consistent brand experience

### HEALTHCARE CONSULTING ANALYST

Sep 2015 – Sep 2016

Huron Consulting Group | Chicago, IL

- Consolidated and analyzed client's historical and current productivity level against competitive benchmarks to set realistic performance goals, resulting in \$22M implemented savings
- Interviewed health professionals to eliminate their barriers to success and by devising value stream maps and process flow charts
- Developed and customized organizational tools in Excel to identify operational improvements

## EDUCATION

### Bloc | 2017 – 2018

UXUI Design Program

### University of California, Los Angeles | 2015

B.A. Economics

Minor in Global Studies

## SKILLS

Information Architecture  
User Story and User Flows  
Wireframing  
Visual Design  
Rapid Prototyping  
Responsive Web Design  
iOS Mobile Design  
UX Research & Testing  
Front End Development  
Project Management

## TOOLS

Figma, Sketch, Principle,  
Photoshop, Illustrator, Zeplin,  
Invision, WordPress, WIX,  
Webflow, HTML5/CSS/JS,  
Contentful, and FullStory

## PERSONAL PROJECT

### Bömbbox

An iOS mobile app that helps busy music lovers request playlist creations for a small fee