

ruby park

Product Designer



Experience

Product Designer

Mar 2021 - Nov 2022

Navan (fka TripActions) | Palo Alto, CA

- Owned design for the Trips team with a focus on engagement—requiring deep comprehension of all 5 product areas (Flight, Hotel, Train, Rental Car, and Black Car).
- Designed, tested, iterated, and shipped web/mobile experiences with accessibility in mind. Projects ranged from growth-related projects, emails, and large-scale redesigns for Checkout and Itinerary.
- Partnered with the user research team to create research plans, conduct tests, synthesize insights, and share findings with the broader team.
- Collaborated cross-functionally with design, product, engineering, research, data, marketing, legal, and support to deliver high-fidelity designs based on customer needs and business goals.
- Advocated the importance of documentation and created templates for feedback sessions and Figma files as ways to improve comprehension and discoverability across teams.
- Contributed to shaping the design process and enhancing the team's handoff process based on engineering feedback.

Key Accomplishments: Designed and delivered 10 web/mobile features anchored on research/data. Encouraged the team towards more data-driven decisions. Contributed in shaping a positive and collaborative design culture.

Product Designer

Jul 2020 - Dec 2020

Kiva - Remote Internship | San Francisco, CA

- Designed, prototyped and tested new features for Growth and Onboarding teams with a focus on UX and accessibility.
- Partnered closely with engineering to discuss constraints, tradeoffs, QA, and tackling new edge cases.
- Created low-to-high fidelity mobile-first flows and user-centered interfaces for mobile and web.
- Collaborated with product, engineering and marketing to understand product requirements, technical limitations, and marketing strategy.

Key Accomplishments: Delivered 4 new responsive features with an emphasis on conversion. Adopted a resourceful approach to user research to inform design decisions.


Product Designer

Nov 2019 - Jan 2020

Freelance | San Francisco, CA

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

Contact

 rubypark.design

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 Irvine, CA

Skills

Design / Research:

User experience

Visual design

Interaction design

Service design

Journey mapping

User flows

Wireframing

Prototyping

Responsive design

User interviews

Usability testing

Card sorting

Surveys

Competitor analysis

Tools:

Figma

Photoshop

Miro

Dovetail

Jira

Zeplin

Trello

Airtable

Education

University of California, Irvine

B.A. Psychology and Social Behavior

IDEO U

Human-Centered Service Design