

# Lauren Ruebe

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**SUMMARY** | Highly driven **UX/UI Designer** specializing in User Interface Design and User Research with 10 years of professional Graphic Design experience. I have a passion for creating simple and clean design solutions to solve problems and improve upon existing methodologies. With my sport teams background and 4 years of project management experience, I excel with multitasking, working fast in handling high pressure situations while always maintaining a positive uplifting attitude.

## TECHNICAL SKILLS

Photoshop, Illustrator, Indesign, XD, Figma, InVision, HTML5, CSS, JavaScript, Bootstrap, User Research, User Interviews, Prototyping & Wireframing, User Interface Design, Interactive Design, Visual Design

## PROJECTS

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### Rhythm Path Redesign | Project: <https://bit.ly/3yP3meN>

Worked with the owner of Rhythm Path to redesign his website and create a mockup website. This was a group project where we created a responsive redesign for web and mobile.

- Led design initiatives, and was the project manager on the team. Kept the team motivated and on track to meet all deadlines. I was responsible for creating prototypes, user research, and front end development for the mockup website.
- **Tools:** Figma, InVision, Miro, Adobe After Effects & Premiere Pro, GitHub, Bootstrap

### Great Dane Rescue of North Texas Redesign | Project: <https://bit.ly/3e3jp0S>

Started with a nonprofit organization's website to complete competitor analysis and user/stakeholder interviews. This was a group project where we created a responsive redesign for web and mobile.

- Collaborated with teammates to create a fun and easy user experience for people adopting Great Dane dogs. I participated in user interviews, heuristic evaluation, gathering user research, and mainly worked on the prototype along with the project manager of the team to create our end product.
- **Tools:** Figma, InVision, Adobe XD, Miro

### TOTO App | Project: <https://bit.ly/3uPvdJK>

My first project was to create our own traveling app. After user research and interviews it was determined a common issue is traveling with pets.

- Designed the app based on user feedback, goals, and pain points while traveling with their pets. This was an individual project in which I was in charge of user research, creating and checking all final deliverables.
- **Tools:** Figma, InVision, Miro, Adobe XD

### Canadian Space Agency Redesign | Project: <https://bit.ly/3b80nV2>

Completed this responsive redesign project for a government agency. Completed a heuristic evaluation of the sites web and mobile layout. Created a less cluttered prototype by condensing the information and navigation to be a more clear user experience.

- Worked with a small group to get feedback and make iterations to the project. The end result is an individual project where I made hi fidelity web and mobile wireframes and prototypes.
- **Tools:** Figma, Miro, Adobe XD

## EXPERIENCE

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### SPFM, LP

#### Art Director, UX/UI Designer

5/2021 - Present

- Oversee all art projects, project management, and provide user research and user interface skills to upgrade the Livingston Lure website (in progress).
- Coordinate with marketing teams to create advertising materials to grow business revenues for Livingston Lures, Ritter Dental, Obliphica Professional, Real Value Products, and Don Chelada.

#### Graphic Designer

2/2017 - 5/2021

Developed original creative solutions for marketing and objectives, while maintaining brand standards. Created digital and print material for multiple companies.

- Assist designers, programmers, and owners to create website design, packaging, business cards, flyers, company catalogs, email blasts, and all other creative materials for major customer accounts.
- Coordinate design/marketing teams to create advertising materials to grow business revenues for Livingston Lures, Ritter Dental, Obliphica Professional, Real Value Products, and Don Chelada.

#### Signal Graphics

10/2010 - 12/2016

#### Lead Graphic Designer, Project Manager

Worked directly with both large and small clients to design print media, brochures, posters and other original projects. Designed comprehensive advertising materials for startup companies including their logos, letterheads, envelopes, business cards and company signage.

- Skilled in up-selling customers to more comprehensive solutions, increasing total project revenue for Signal Graphics.
- Main contact person for all customers, always focused on delivering top notch customer service.
- Performed final quality control review on all designs, machine setup and proofing; ensured all jobs were print ready and error free.
- Managed operations and co-workers to ensure all jobs were completed on time and to customer specifications.
- Trained new employees regarding detailed job roles and responsibilities to make sure all operations ran efficiently for the company.

## EDUCATION

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**The University of Texas at San Antonio**, San Antonio, TX

**UX/UI Certificate | 2021**

**Dominican University**, River Forest, IL

**Bachelor of Arts - Graphic Design | 2010**

## EXHIBITIONS AND AWARDS

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2010 Dominican University Thesis Exhibition, Annual Juried Student Exhibition, Honorable Mention

## ACTIVITIES

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Dominican University Women's Basketball and Soccer, 2006-2008

Rolling Meadows High School Varsity Basketball and Varsity Soccer, 2003-2006

## REFERENCES

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**Rick Facundo**, SPFM, LP Supervisor, (210) 334-7306, rick.facundo@gmail.com

**Kevin Donovan**, Signal Graphics Owner, (847) 566-4800 x208, kevindonovan@signal-graphics.com