

Lauren Ruebe

(847) 873-2266 | laurenruebe@gmail.com

linkedin.com/in/lauren-ruebe | Portfolio: www.loruebe.com

SUMMARY | Highly driven **UX/UI Designer & Front End Developer** 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 project management experience and my competitive sports background, I've learned to lead and influence as well as be a good team contributor while focusing on delivering positive results. My nature is to always maintain a positive attitude, work hard, and multitask when needed in high pressure / short timeline situations.

TECHNICAL SKILLS

Photoshop, Illustrator, Indesign, XD, Figma, Sketch, InVision, HTML5, CSS, JavaScript, Bootstrap, JSON, Shopify, Wordpress, User Research, User Interviews, Prototyping & Wireframing, User Interface Design, Interactive Design, Visual Design, Graphic Design, Video Editing, Motion Graphics

PROJECTS

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 both web and mobile applications.

- 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 Used:** 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 both web and mobile applications.

- 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 Used:** 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 Used:** 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 site's 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 Used:** Figma, Miro, Adobe XD

EXPERIENCE

PDI Technologies

UX/UI Designer & Front-End Developer

03/2022 - 07/2026

- Designed and implemented mobile loyalty and rewards applications used by convenience stores and fuel retailers nationwide.
- Created high-fidelity UI designs in Figma and Sketch, balancing brand identity with usability and modern mobile design principles.
- Developed production-ready interfaces by converting designs into reusable JSON-based front-end components.
- Designed scalable themes and visual systems that allowed retailers to customize applications while maintaining a consistent user experience.
- Collaborated with product managers, developers, and QA throughout the design and implementation process.
- Improved application layouts, navigation, and interaction patterns through UX research, team collaboration, and iterative design.
- Leveraged AI development tools including Claude Code to streamline front-end development and improve productivity.
- Supported ongoing feature enhancements, design updates, and application maintenance across multiple client implementations.

SPFM, LP

UX/UI Designer & Art Director

11/2020 - 03/2022

- Led creative direction and managed digital design projects from concept through delivery for multiple national brands.
- Directed website redesign initiatives by conducting user research, creating wireframes, and designing intuitive user interfaces to improve usability and customer engagement.
- Managed project timelines, stakeholder communication, and cross-functional collaboration to ensure successful project execution.
- Designed marketing campaigns, digital assets, print collateral, and brand materials across multiple industries.
- Collaborated with marketing teams and executive leadership to develop creative strategies supporting business growth and customer acquisition.
- Maintained brand consistency across websites, advertising campaigns, packaging, email marketing, and social media.

Graphic Designer

2/2017 - 11/2020

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

- Created websites, product packaging, catalogs, brochures, advertisements, business cards, email campaigns, and promotional materials.
- Worked closely with designers, developers, and company leadership to deliver creative solutions aligned with business objectives.
- Managed multiple projects simultaneously while meeting deadlines in a fast-paced agency environment.

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.

- Managed client relationships and served as the primary point of contact for projects from concept through production.
- Designed brochures, signage, advertisements, direct mail campaigns, trade show materials, and complete branding packages for businesses of all sizes.

- Oversaw project scheduling, production workflows, quality assurance, and print readiness to ensure on-time delivery.
- Increased project revenue by identifying additional customer needs and recommending comprehensive marketing solutions.
- Supervised production operations and trained new employees on design standards, print processes, and workflow procedures.
- Maintained exceptional customer satisfaction through proactive communication and high-quality project execution.

EDUCATION

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

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

ACTIVITIES

Dominican University Women's Basketball and Soccer, 2006-2008
Rolling Meadows High School Varsity Basketball and Varsity Soccer, 2003-2006