

Ruth Yopez

Product Designer

ruthyopez.com | [linkedin.com/in/ruth-yopez/](https://www.linkedin.com/in/ruth-yopez/)

571-245-7394 | ruthyopezux@gmail.com

WORK EXPERIENCE

Product Designer, Contract: ADMYBrand

Remote, April 2024-Present

- Redesign a B2B web application as part of a cross-functional remote agile team, playing a key role in enhancing AI usability and crafting an intuitive interface to simplify the ad booking process across diverse mediums.
- Develop interactive prototypes emphasizing intuitive design and seamless functionality, directly advancing ADMYBrand's goal of simplifying ad booking and management.
- Conduct thorough user testing to refine user flows, resulting in a cohesive and user-friendly experience aligned with ADMYBrand's vision of effortless ad management, akin to using AI devices like Alexa or intuitive chat interfaces such as ChatGPT.
- Compile detailed testing findings reports to meticulously document user feedback, enabling the refinement of user flows and interface intuitiveness to achieve a cohesive experience.
- Develop high-fidelity screens, delineating precise and actionable directives for seamless hand-off to the development team, ensuring alignment with project objectives and facilitating efficient implementation.
- Engage directly with stakeholders to gather feedback and requirements, facilitating iterative improvements in UI aesthetics and elements to ensure alignment with project objectives and stakeholder expectations.

Product Designer, Contract: Do Me a Favour Buddy

Remote, January 2024-March 2024

- Design and iterate on user interfaces for a B2C mobile application, aligning with user stories and utilizing established style guides, while collaborating in a multidisciplinary remote agile team.
- Develop low-fidelity wireframes to conceptualize app flow and functionality, ensuring user-centered design principles. Create mid-fidelity wireframes to refine user interaction, incorporating feedback from stakeholders, ultimately enhancing user experience.
- Iterate on UI designs to enhance user experience and achieve visual harmony, maintaining brand identity and usability standards.
- Expand the component library with new UI elements and update the style guide to reflect new design patterns, improving design consistency, efficiency, cohesion, and scalability across the app.
- Finalize UI designs, ensuring alignment with project goals, and delivering detailed design specifications for seamless development handoff.

Ophthalmic Medical Assistant, Northern Virginia Ophthalmology Associates

Fairfax, VA, September 2021- December 2023

- Master the use of Nextech EMR and successfully help train colleagues and physicians, while we transition from paper charting to electronic records, enhancing workflow efficiency and data management.
- Assist surgeons in minor surgery procedures and administer treatment as allowed and ordered by physicians.
- Perform ophthalmic examinations and diagnostic tests such as optical coherence tomography and visual field tests.
- Handle and resolve patient complaints with empathy, manage medical records, and process prior authorizations.

EDUCATION

Avocademy

UX/UI Foundations

Southern Adventist University, Collegedale, TN

Bachelor's of Science in Health Science, Cum Laude

Associates Degree in Pre-Physical Therapy, Cum Laude

SKILLS

Design: Wireframing, color theory, typography, information architecture, design thinking, accessibility design.

Research: User research, qualitative and quantitative methods, survey design and analysis, competitive analysis, prototyping, persona development, research planning and execution, interviewing, affinity and empathy mapping.

Tools: Figma, Miro, Lookback.io, Procreate, Zoom.

Soft Skills: Critical thinking, teamwork, adaptability, attention to detail, empathy, communication, public speaking.