

Rui Song

UX Designer

www.ruisong-design.com

ruisong1@uw.edu

415-680-7768

EDUCATION

Master of Human-Computer Interaction and Design

University of Washington, Seattle

Master of Architecture

University of Illinois, Urbana-Champaign

Bachelor of Architecture

Chongqing University, China

SKILLS

Design

Interaction Design

Info. Architecture

Wireframing

Storyboarding

Visual Design

Design Systems

Prototyping

Research

Usability Testing

User Interview

Contextual Inquiry

Competitive Analysis

A/B Testing

Survey & Metrics

Journey Map

TOOLS

Programming

HTML/ CSS/ Javascript

P5.js

Arduino

Design

Sketch

Figma

Adobe XD

Principle

InVision

Photoshop

Illustrator

After Effects

3D Modeling & Rendering

Rhino

Sketchup

Autodesk Revit

Autodesk CAD

Vray

Lumion

Autodesk 3ds Max

EXPERIENCE

Interaction Designer | Google-Capstone Project for MHCID

03/2020 – 09/2020 | Seattle

- Designed an AI-powered web platform to inform data-driven program planning decisions for city managers.
- Created data visualization, SaaS analytics dashboards, wireframes, hi-fidelity prototyping and interaction design.
- Conducted user interviews and usability tests to explore user needs, and identify improvement opportunities.
- Built a component library and visual system in Figma.

UX Designer & Product Manager | Watergether

12/2019 – 03/2020 | Seattle

- Led a community-based mobile design for reporting environmental data, and fostering a shared experience of learning and exploration that helps people build eco-friendly habits that fit their lifestyles.
- Initiated and built up UX strategy to help user growth.

Product Designer | SOMO

09/2019 – 12/2019 | Seattle

- Created an IoT ecosystem consists of consumer health wearable, mobile and tablet apps to help people build emotional awareness and live a healthier and happier life.

Freelance UX/UI Designer

03/2016 – 09/2019 | San Francisco

- Launched and led the end-to-end design of outfit planning feature for mobile iOS.
- Redesigning closet management to promote user growth, increased DAU by 8%.
- Led branding design including brochure, illustration and UI design.

Experience Designer | Perkins&Will

01/2017 – 08/2019 | San Francisco

- Shipped and led the end-to-end design of an iOS app that supported a guided tour of construction sites in an agile environment; Performed A/B testing and data-driven usability research to help increase click-through rate by 23%.
- Designed and launched a city discovery platform, increased NPS by 67%.

Urban Designer | Perkins&Will

05/2013 – 01/2017 | San Francisco

- Designed experimental master plans and created implementation strategies for Harvard University, Google, Stanford University, etc. in the top-tier urban experience and architecture firm.
- Collaborated and coordinated with multiple stakeholders including clients and design, product management, and engineering teams to balance their needs and requirements, and facilitated project progress.