
Timothy Ruby II

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Senior User Experience Designer

A 20-year User Experience and interface designer specializing in design systems and product marketing websites for medium to large-scale businesses. Skilled in UX Research, Rapid Prototyping, and Mobile Interface Design, as well as a strong Front-end Development proficiency, I am ready to take on new challenges as I continue my design journey!

WORK EXPERIENCE

Digital Yalo • 04/2021 – 04/2025

Senior User Experience Designer • Full-time

- Created an intuitive WordPress eCommerce experience for Mrs. Dash, significantly improving customer satisfaction and driving sales growth within one month through effective design strategies.
- Created a visually appealing microsite for a Hot Ones and Ragu Limited Edition Flavor Pack, resulting in significant brand visibility and user engagement, while ensuring compliance with best design practices.
- Led a cross-functional team to revamp PDI.com, achieving a 20% rise in consultations and sales in the first year through strategic UX enhancements and stakeholder collaboration.

The Karcher Group • North Canton, OH • 08/2015 – 04/2021

Lead UX & UI Designer • Full-time

- Developed a user-centric website for the United Way of Greater Stark County, enhancing community engagement and achieving over 14,000 event conversions within 12 months.
- Increased revenue of \$2 Million in less than five months for Combi Packaging Systems by conducting a full website audit and optimizing the user experience and site architecture.
- Conducted a comprehensive audit of the Slick Woodys Cornhole website, resulting in a 30% reduction in content and a 23% increase in sales through replatforming to the Shopify Suite.

42connect • Cleveland, OH • 01/2014 – 08/2015

Front-end Web Designer & Developer • Full-time

- Responsible for establishing a rapid prototyping and feedback system using the InVision Suite of tools allowing for an increased workflow efficiency.
- Managed, design and launched multiple product lines for Moen, including Motion Sense Faucets and the launch of Moen Garbage Disposals.

SKILLS

Adobe Creative Suite, Agile, Animation, Brand Development, Branding, ChatGPT & AI, Interaction Design, Framer, Corporate Identity, Design Systems, Figma, Git and Version Control, Google Web Designer, Google Workspace, HTML/CSS, Information Architecture, Office 365, Photography & Photomanipulation, Project Management, Project Planning, Prototyping, Sketch, Slack, Stark (Accessibility Software), Typography Branding & Identity, UID, UXD, UX Research, WordPress

EDUCATION

Various Certificates

Teamtreehouse.com

Remote

01/2012 – 07/2014

View my ever-growing list of Treehouse Badges at

<http://teamtreehouse.com/timruby>

- Led the design and development of the Original Mattress Factory website, helping the company achieve a 94% increased click-through rate.

Digital Canvas • Hartville • 06/2011 – 07/2013

Senior Designer • Full-time

- Revamped the digital catalog for MHQ Emergency Vehicle Solutions, driving an increase in sales year-over-year through enhanced user engagement and streamlined navigation.
- Revamped the design process for Samsung Security's marketing materials, significantly improving team collaboration and project delivery timelines, ensuring compliance with best practices.

Associates Degree in Web Design

Stark State College
North Canton, OH
08/2008 – 06/2011

Associates Degree in Web Design

Kent State University
Kent, OH
08/2003 – 06/2004

AWARDS & SCHOLARSHIPS

W3 Gold Award for 6666 Ranch Website

W3 Awards

Bon Secour Mercy Health Website

Horizon Interactive Awards

PDI Website Campaign (Plumbers Direct)

Horizon Interactive Awards

VOLUNTEERING & LEADERSHIP

YMCA of Stark County • 01/2020 – 05/2022

Board Member • Canton, OH

Advisory Board member for YMCA of Central Stark County.

United Way of Stark County • 05/2019 – 05/2020

Chairman of the board • Canton, OH

- Volunteer and mentor in their Get Connected program
- Mentoring and coaching underserved youth in local communities.

CAMBA (Cleveland Area Mountain Bikers Association)

Advisory Board Member

Provide design resources to the organization as well as working with the board to determine funding, organized events and activities.

Launch League

Member

Nonprofit that helps founders create exceptional companies locally in Northeast Ohio. We specialize in helping early-stage scalable startups acquire talent, funding, and engage with the community.