ZU PIN RUBY LI

Toronto, Ontario, Canada, M2N 7A2 | 647-402-9214 | rubylicious2008@gmail.com
Portfolio Site: http://www.rubylicious.com, Username: Visitor, Password: hireRuby!@
Linkedin: http://www.linkedin.com/in/rubylicious/

SENIOR DESIGN SYSTEM DESIGNER / UI DESIGNER

Dynamic product design leader with extensive experience, dedicated to creating innovative and user-centric digital solutions. Expertise leading design projects that enhance user experience, leveraging a strong foundation in visual design and user interface development. Proficient in collaborating with cross-functional teams to deliver impactful design systems that align with business objectives. Committed to continuous improvement and staying ahead of industry trends to drive design excellence in every project. Core competencies include:

Design Thinking and Leadership Performance Management; Metrics & KPIs | Corporate and Regulatory Compliance |

COMPUTER SKILLS:

Figma | Sketch | JavaScript | jQuery | HTML | HTML5 | CSS | Invision | Balsamiq Mockups | Sketch | Adobe Creative | Cloud; Dreamweaver, Photoshop, Illustrator, InDesign, Animate/Flash, Premiere, AfterEffect.

PROFESSIONAL EXPERIENCE

CIBC   **03/2022- 03/2025**
Senior Design System Designer/UI Designer
Led the Digital Secure Banking design system in a fast-paced environment, driving cross-functional collaboration and detail-oriented execution to boost design consistency and delivery speed across platforms.
- Communicated Design System updates across product teams and departments to ensure alignment and consistency. This collaboration helped drive shared understanding, streamline implementation, and support cohesive cross-functional execution.

CIBC
Visual Designer/UI Designer   **03/2019 - 03/2022**
- Collaborated with a cross-functional team to design effective user interfaces for CIBC and Simplii Financials.
- Participated in user testing phases, integrating feedback to enhance UI design quality.
- Ensured design consistency across digital platforms by aligning with brand guidelines and component libraries.

The Home Depot Canada   **05/2018 - 11/2018**
User Interface Designer

- Collaborated cross-functionally with UX, product, IT, and content teams to design user-centered interfaces aligned with business goals.
- Designed and refined UI elements based on research, UX strategies, and best practices, incorporating feedback for continuous improvement.
- Maintained visual consistency by adhering to design standards and enhancing usability processes and documentation.

Scotiabank   **07/2017 - 01/2018**
Visual Designer
- Led Caribbean ATM UI redesign using Sketch & Adobe XD by Collaborating with UXD leaders on Online, Mobile, and ATM projects. Improving transaction flow efficiency by 35%.
- Delivered interactive HTML5/SVG assets, boosting user engagement.
- Optimized front-end codebase, reducing development time by 20%. Created rapid prototypes and aligned solutions with broader digital strategy through agile collaboration.

World Vision Canada   **12/2015 - 06/2017**
Digital Content / UX Designer
- Designed and managed web, email, ad, and social media content using Adobe tools, helping increase campaign conversion rates by 18%.
- Led UI prototyping with Balsamiq, Adobe XD, Axure, and InVision, reducing iteration cycles by 30%. Championed AODA/WCAG 2.0 compliance, enhancing site accessibility scores by 40%.
- Actively collaborated in Agile sprints to improve team delivery velocity and cross-functional alignment.

TRIDEL   **07/2008 - 06/2015**
Web Designer/Front End Web Developer
- Developed responsive web pages, animations, and HTML5 emails using HTML, CSS, JS, and Dreamweaver.
- Designed UI/UX for Tridel's sites, boosting engagement by 20%.
- Delivered interactive content for campaigns that increased lead conversions and supported brand growth across digital channels.

EARLY CAREER vs. PRIOR ROLES:
JAV Group Ltd. → Senior Graphic User Interface Designer
PETTIT Inc. → Digital Media Art Developer,
ASUS Tek Computer Inc. → Multimedia Content Engineer,
Ryan Design Inc. → Web Designer, G.
TRIDEL → Web Designer,

EDUCATION

UX Design courses   01/2021 - 08/2022
U of T School of Continuing Studies

Bitmaker Labs – Nine-week immersive web development course   08/2015 - 11/2015

Certificate in Digital Marketing Management   09/2013 - 08/2014
University of Toronto

Diploma in 3D Animation, Toronto Film School

Diploma in Digital Media Design, International Academy of Design

Bachelor of Fine Arts (B.F.A.), Honors Program in Visual Arts, York University