

RUUKA HUANG

FRONT-END WEB DEVELOPER • UI/UX DESIGNER

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📍 Montreal, QC

ABOUT ME

Having 8+ years of professional front-end experience working with various CMS and e-commerce platforms, I have an intimate understanding of how users interact and navigate around the web. I'm passionate about web development and improving web products by finding creative design and technical solutions to complex problems. My design process involves using detailed user analysis to strategically align both the desired customer journey and my clients' business needs.

EDUCATION

- ◆ **GRAPHIC COMMUNICATIONS (DEC)**
Champlain College Saint-Lambert (2014)
Convocation Prize Receipt for High Academic Achievement • 1st Place Winner of the Open House 2012 Poster Contest

UX/TECHNICAL SKILLS

- ◆ **SOLUTION DESIGN**
Design Thinking, User Research, Empathy Mapping, Persona Development, Wireframing, Interaction Design, Prototyping, Traffic Analysis, A/B Testing, Responsive Web Design, SEO Optimization
- ◆ **SOFTWARE & PROGRAMMING**
Adobe CC Suite, Figma, InVision, Sketch, VS Code, Jira/Notion/Asana, Microsoft Office, HTML5/CSS3, XHTML, Javascript, jQuery, Bootstrap, Node.js, Vue.js, Bootstrap, PHP, MySQL, CPanel, sFTP, Github/Gitlab

LANGUAGES

English, French, Cantonese, Mandarin, Japanese

FUN FACTS

🎮 AVID GAMER 🎭 COSPLAYER 🛠️ DIY CRAFTER 🎸 UKULELIST 🐾 CAT MOM

EXPERIENCE

FREELANCE FRONT-END WEB DEVELOPER/DESIGNER 2009 - PRESENT
Ruuka.net

- Freelanced intermittently since the age of 17 offering full web development, graphic/web/print design, photography, web hosting and domain management services
- Team up with other freelancers, startups and non-profit organizations, strengthen their brand identity and promotional material for networking events

FRONT-END WEB DEVELOPER • TECH LEAD • UI/UX DESIGNER 2020 - PRESENT
Elventus (Part-time Contract)

- Reduced costs by revamping the entire website away from Shopify/Clickfunnels
- Handles all web and UI/UX design issues, implements new web features and creates landing pages that generate sales and leads
- Define personas and user journey; designs user flows, wireframes and prototypes

FRONT-END WEB DEVELOPER • UI/UX DESIGNER OCT 2018 - AUG 2021
Action Media/AdSurge/AdCenter

- Responsible for designing UI/UX, user flows, wireframes and interactive prototypes for multi-layered internal web and mobile applications using Figma
- Identify user pain-points and product improvements through A/B Testing, user/traffic meta-data analytics and usability tests to influence the product roadmap
- Translate mocks into front-end code in a local environment using Node.js/npm
- Collaborate cross-functionality with other developers and scrum masters in an Agile environment
- Cross-browser testing and quality control across common devices/OS
- Optimize user experience, debugging issues and map out user stories
- High involvement in the 2019 rebranding initiative; designing the final logo, website branding guidelines
- Design large-scale backdrops and branding materials for global affiliate marketing conferences attended by Sales and Marketing

WEB INTEGRATOR/DESIGNER • PROJECT COORDINATOR OCT 2015 - OCT 2018
MageMontreal

- Responsible for all aspects of design for the business, creative front-end development, build and design custom themes for Wordpress and Magento websites
- Deliver wireframes, interactive mockups and prototypes using Invision
- Responsible for leading UI/UX across key parts for the company's own project management software *BusyDesk*
- Designer of the company logo, business cards, website and portfolio
- Design custom promotional material ranging from web graphics, landing pages and newsletters for various big clients (*Point Zero, Nicole Benisti, J.Sonic, etc.*)
- Managed and documented web development projects from start to finish
- Handles direct communication between the team and the client, delegation of tasks
- Managed project financials: cost and pricing estimates for web-related projects

GRAPHIC/WEB DESIGNER • ILLUSTRATOR NOV 2013 - AUG 2014
Logograph

- Responsible for designing web assets, infographics, illustrating cartoons, video-editing and prepare various print media
- Designed a series of websites inspired by fairytales for a collaborative project with BMO educating children on how to save money
- Took initiative in suggesting and implementing new ideas that helped improve the overall structure and user experience of the company's microsites