RUILU CHEN

Product | UX/UI Designer

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EXPERIENCE

Pantheon | Product Designer
Jun 2022 - Jul 2023

Led enterprise projects at Pantheon (Automated Web Operation SaaS Platform) to optimize new features and enhance first-time user experiences for function and growth teams. Streamlined site creation flow for self-onboarding, improved automation tool enablement discoverability and landing experience, integrated guidance, totally contributed to $8M potential growth.

- Driving the seamless transition from early access to a general access-ready product for a new product (decoupled sites) and planned the product roadmaps. Conducted workshops and interviews, shorten the time-to-value by unifying a 25-step process across 3 dashboards into a streamlined 5-step wizard, reducing task completion time by 90% in user tests. Enhanced product credibility by optimizing the build log flow, error messages, and language consistency, eliminated 60% adoption frictions.
- Implemented and tested 8 design solutions for first-time user onboarding and the new automated site maintenance tool. Strategies included role-based welcome screens, tailored landing experiences, empty states for various scenarios, and a new feature enablement call-to-action (5% click-through rate). Additionally, integrated guidance in multiple locations successfully alleviated customer support and sales pressure, achieving a notable 43% click-through rate.
- Launched diverse design system components, encompassing visuals, states, interactions, usage guides to ensure consistent designs across teams. Create detailed implementation notes in Figma for seamless design-to-development alignment through iterative refinements.
- Achieved 2nd place in Pantheon Hackathon with 'Guided Sandbox,' a project enhancing the first-time user experience. Contributed to ideation, rapid prototyping, and video editing. The concept transitioned into a growth experiment in the subsequent quarter.

Medieval-China Club | UX/UI Designer
Jun 2021 - Present

Founding designer of the responsive web app for a 3.1k members club from 0 to 1. Scoped MVP features to align with developer bandwidth, launched the MVP in 2 weeks with 93% user satisfaction rate and 37% weekly active users.

- Shipped 40+ wireframes and hi-fi prototype spanning multiple platforms (mobile, tablet, and desktop). Offered comprehensive designs covering layout, states, interactions, flows, animations, and detailed handoffs for seamless engineering implementation.
- Gathered user insights through group sessions and monitored data with Google Analytics to guide product iteration directions. Enhanced retention and engagement with features like the clap function, a real-time refresh button for latest replies, dynamic card displays for new replies, interactive banners on page refresh, and an in-app dictionary. These initiatives resulted in a 240% increase in average

engagement time with 45k page views within 10 months.

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Wisdom Planet (ZSXQ) | Product Designer   Jul 2021 - Dec 2021

Led a team of 6 designers to elevate product growth for a 30M users subscription-based social media app. Facilitated design sprint for ideations and prioritizations, implementing UX strategies that boosted newsfeed retention, resulting in 48% increase in average session duration.

- Established a robust design process, overseeing regular stand-ups and design critiques to foster collaboration and maintain consistency across projects. Implemented 2x2 charts to aid the PM in prioritizing tasks effectively.
- Planned and orchestrated design sprints, encompassing backlog analysis, competitive analysis, user journey mapping, feature ideation, sketching and testing. Swiftly identified pain points and opportunities to guide strategic directions.
- Executed a new recommendation strategy tailored for diverse user groups, optimizing personalized content discovery. Introduced shortcuts for popular functions which improved findability by 53%. Led a compelling visual hierarchy for threads to drive engagement.

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Dragon Baby Fresh | Researcher & UX Designer   Feb 2021 - Jun 2021

Managed a team of 4 to overhaul an early stage e-commerce app, working with the founder and customer service to conduct user research and analyze business insights, recommended opportunities on order finalization.

- Utilized survey, user interview and prototype testing, synthesized research insights to guide iteration direction, including homepage navigation, product page information hierarchy, checkout flow, shipping rules and delivery info page, which trimmed checkout time by 65%, improved user satisfaction by 120% and information acquisition rate by 86%.

SKILLS

User Flow, Wireframe, Prototype, Usability Test, User Interview, Information Architecture, Survey, Design System, Competitive Analysis, User Interface Design, User-Centered Design, Interaction Design, Heuristic Evaluation, Roadmap Planning, Agile

TOOLS

Design Figma, Adobe Suite, Miro   **Testing** UserTesting, Maze   **Research** Pendo, Gong Call, Google Analytics, Google Looker **Others** Github, VS Code, WebFlow, Wix

EDUCATION

Integrated UX Design Certificate – Lai Offer | 2021

UX Research & Design Specialization – University of Michigan | 2020

M.S in Civil Engineering – City College of New York, CUNY | 2013