

# Ruping Ma

## Product Designer

rupingma.com

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📍 San Francisco Bay Area

Self-starter, problem-solver, curious about the world. Design intentional and thoughtful designs across web and mobile. Successfully led 0 to 1 and end-to-end work including AI features, while balancing user, business, and technical needs.

## EXPERIENCE

### *Pylon*

**Product Designer** | Jan 2026 - Feb 2026 • San Francisco, CA

- Owned and shipped 3+ end-to-end SaaS features for Pylon's B2B post-sales platform (ticketing, customer support, chat, and AI tools), driving adoption and improving team productivity across 1,000+ customers.
- Led AI enablement across teams by establishing workflows for PRD creation and rapid prototyping, enabling early product validation and faster alignment; empowered designers to collaborate with engineering on direct code changes.

### *Sybill.ai*

**Founding Product Designer** | Sept 2024 - Dec 2025 • Mountain View, CA

- Owned and shipped 15+ end-to-end features for Sybill's AI assistant and CRM-integrated web app, driving adoption and improving AE productivity on meeting prep, email writing and task execution across 700+ customer organizations.
- Designed and launched Sybill's AI Assistant — reached 3.8K users and 40K+ queries; 64% reported saving 30+ minutes weekly, demonstrating strong adoption and measurable user value.
- Redesigned CRM setup and autofill flow, simplifying onboarding and accelerating activation — increased CRM integrations by 7%, boosted autofill usage by 80%, and reduced customer support tickets by 90%.
- Built Sybill's first design system foundation and led brand identity creation, improving design consistency, reducing CSS code by 30%, and aligning product and marketing visuals ahead of Series B.
- Partnered cross-functionally across Product, Engineering, Marketing, and CS to deliver iterative improvements, run design critiques, and establish structured design processes for faster, higher-quality execution.

### *Sureify*

**Product Designer** | April 2021 - Jan 2024 • San Jose, CA

- Shipped 10+ customer-facing and internal tools, including a mobile app with a 4.7 App Store rating, improving retention (+23%) and engagement (+12%).
- Led 7+ CRM design initiatives for insurance agents, achieving a 95% task completion rate during beta testing.
- Defined and implemented the design QA process, reducing UI inconsistencies and improving design-engineering alignment.
- Contributed to and maintained the design system, ensuring scalable, consistent experiences across B2B and B2C products.

## SKILLS

### Design

Product Design  
User-centered Design  
UX Design  
UI Design  
Visual Design  
Interaction Design  
Information Architecture  
User Flow  
Wireframing  
Prototyping with AI  
Component-driven Design  
Design Systems  
Product Vision & Strategy  
System Thinking  
User Research (qualitative & quantitative)  
User Testing  
Data Analysis & Synthesis  
Vibe Coding  
Accessibility  
Project Management

### Tools

Figma, FigJam  
Figma Make  
Sketch  
Claude Design  
Cursor  
Lovable  
Adobe Creative Suite  
Jira  
Webflow  
Framer

## EDUCATION

### DesignLab

UX Academy

### Capital Normal University

Beijing, China

BA - English Education