**VIOLET RUIZ**

[violetruiz.com](https://www.violetruiz.com/) | vjruiz@umich.edu | 248-993-8338 | [linkedin.com/in/violet-ruiz](https://www.linkedin.com/in/violet-ruiz/)

**Education**

**University of Michigan - School of Information,** Ann Arbor, MI

*Master of Science in Information - User-Centered Agile Development* Expected May 2026

* Relevant Coursework: Developing Mobile Experiences; Agile Software Development; Introduction to AR/VR Application Design; Servers, the Shell, and Git

*Bachelor of Science in Information - User Experience Design* Graduated May 2025

* Relevant Coursework: Web Design, Development, and Accessibility (HTML, CSS); Data-Oriented Programming (Python); Generative AI and User Experience; Building Interactive Applications (JavaScript); UX Research at Scale

**Work Experience**

**Weingartz,** Farmington Hills, MI October 2022 - Present

*Product Designer*

* Created high-fidelity web and mobile wireframes in Figma for redesigned product listing pages.
* Developed a scalable design system with defined iconography, button libraries, and component patterns to ensure a consistent developer handoff.
* Led the design and development of an interactive **40+ page** buyer’s guide by converting InDesign layouts to an HTML5 website using the In5 plugin.
* Drove the project’s strategic direction by collaborating with the CEO, marketing, and sales teams to align design, branding, and information architecture.
* Redesigned the W&P Management WordPress site to meet WCAG accessibility standards, implementing responsive layouts and custom CSS for web and mobile platforms.
* Automated volume letter workflows using custom Excel VBA and InDesign scripts with CSV files, reducing manual export time by **one hour** per batch.

**AdAdapted,** Ann Arbor, MIMay 2022 - August 2022

*Graphic Design Intern*

* Designed digital banner ads for **20+ marketing campaigns** for major CPG brands like Kraft Heinz, Kodiak, McCormick, and Nature Valley.
* Created mobile ad mockups for client presentations to accelerate approval workflows.

**Projects**

**White Pine Library - UX Capstone Course,** Ann Arbor, MI August 2024 - April 2025

*User Experience Designer*

* Built a high-fidelity Figma prototype to streamline librarian workflows for rural Michigan interlibrary loaning systems.
* Conducted **five user interviews and usability tests**, leading to a redesigned interface that achieved a **System Usability Scale (SUS) score of 95** (Excellent).
* Awarded **first place** at the **2025 UMSI Student Project Exposition** (Bachelor of Science in Information Capstone category).

**Skills**

**Tools:** Figma, Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premiere Pro), Microsoft Office Suite (Excel, PowerPoint, Word), Webflow, WordPress, Miro

**Programming:** HTML, CSS, JavaScript, Python, SQL, Django, Excel VBA

**Design:** Wireframing, Prototyping, User Research, Personas, Journey Maps, Usability Testing, User Interviews, User Flows, Information Architecture, Affinity Diagrams

**Awards**

Hispanic Scholarship Fund Scholar June 2025

* Selected as one of 10,000 recipients from 70,000+ applicants nationwide.