

Greg Ruben

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EXPERIENCE

Freelance UX & visual designer

January 2015 – present

Brooklyn, NY.

- Over 3 months working in-house at Houghton Mifflin Harcourt, led UX and visual design for multiple digital educational products. Made significant contributions to both UX and visual design that led to updates of the entire HMH platform.
- Designed a new rewards redemption concept for a major credit card company. Led UX, visual design, and strategy, culminating in mobile and desktop prototypes to shop the concept internally.
- Designed a zen editorial site for Pacific Zen Institute. Led UX and visual design, creating a fully responsive site with an unconventional, zen-inspired layout.
- Conducted in-person and remote user research for a major media company. Research focused on both usability and user preferences. Wrote summarized analyses of each session.
- Working with Desantis Breindel, redesigned the website for a major data security company. Expanded on existing rebrand and contributed new concepts to the brand's visual language.

Director of product design

October 2016 – July 2018

Axios. New York, NY.

- Joined the company at its outset and led UX and visual design on the Axios website. Produced all documentation and worked with outside developers to launch the site just 3 months after my start date.
- Designed the Axios logo, initial brand guidelines, motion graphics style and editorial illustration style. Executed many editorial illustrations and video graphics before helping to transition a growing design team.
- Led UX and visual design on a custom CMS for Axios writers & editors. Worked closely with newsroom stakeholders to understand their workflow and create a simple, Medium-like tool especially made for them.
- Led UX and visual design of the Axios iOS and Android app, debuting in September 2018.
- Led UX and visual design on a minimal version of the CMS, which has been used to solicit contributions from subject matter experts.
- Led efforts to define the product team's design system, file organization structure and method of documentation.

Senior visual interaction designer

September 2012 – January 2015

Moment. New York, NY.

- Designed online press kit for About.com. Conceptualized overall narrative strategy and user experience, and produced the final visual design & documentation.
- Designed the mobile companion to Bloomberg Law. Shaped the app's strategy, architecture and user experience, and produced the final visual design & documentation.
- Designed a mobile & desktop website for Book of the Month, which was relaunching after 90 years of operating through the mail. Helped to define business model and user experience, and produced visual design & documentation.
- Worked on various web interfaces for a major credit card company, including products to help small business owners operate more efficiently. Helped to shape strategy and user experience and produced visual designs & documentation.

Creative strategist

February 2010 – May 2012

The Branding Farm. Venice, CA.

- Strategized, defined architecture and user experience for several websites, including a content-rich site for Universal Pictures' 100th anniversary, Molly Ringwald's personal site, and the website for luxury hotel Shutters on the Beach. Designed print and web graphics for Blowfish Shoes.
- Conceptualized, strategized, defined user experience, and assisted in producing final visual designs for Facebook-based campaigns for Tower Heist, Dr. Seuss' The Lorax, Never Say Never, Horrible Bosses, Paranormal Activity 2, and Mean Girls 2.
- Conceptualized, directed, and edited videos used as prominent design elements on websites for luxury hotels Hotel Casa del Mar, Shutters on the Beach and Canary Hotel. Directed and edited lookbook videos for Blowfish Shoes.

EDUCATION

University of California, Los Angeles. Los Angeles, CA.
September 2006 – June 2010.
BA, Design|Media Arts, magna cum laude.