

Ruth Shaffer

UX + Visual Designer

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EDUCATION

University of California Los Angeles

B.A. Design Media Arts

Minor in Cognitive Science

Expected June 2018

SKILLS

Adobe Creative Suite

Branding

Mobile Design (iOS, Android)

User Experience (Wireframing)

User Testing (Research)

Sketch, InVision, Origami
(Prototyping)

HTML, CSS, C++

Unity

Keynote

Microsoft Office

Cinema 4D

Market Research

Creative Direction

Activities:

Bruin Entrepreneurs

UCLA Creative Labs

UCLA Student Media

LA Hacks

UCLA DevX

Awards:

- Andreessen Horowitz Design

Fellows Finalist 2017

- UCLA Honors Scholarship 2016

- Tumblr Staff Picks Artist 2016

EXPERIENCE

Creative Labs UCLA • Co-Founder & UX Designer

Jan 2016 - Present | Los Angeles, CA

Co-founded a UCLA student run design and technology agency called Creative Labs. Collaborated with engineers and PMs on projects across UX, branding, mobile, and web design. Focused on research, prototyping, usability testing, and interaction specs for mobile and desktop platforms.

VICE Media • Design Intern

Sept - Dec 2016 | Venice, CA

Collaborated with marketing leads and art directors to create millennial targeted brand campaigns for partnerships with Samsung, Fitbit, Adidas, Red Bull, Fox, and Universal. Worked with producers to create logos, film posters, and social media graphics for documentary films. Developed micro-websites for global campaigns.

NVIDIA • Design Intern

June - Sept 2016 | Santa Clara, CA

Assisted creative directors, designers, and PMs in designing a wide range of marketing materials, web assets, and co-branded ads for product launches and partnerships across VR, AI, and gaming. Created a brand narrative, key campaign visual, and product launch video for GeForce GTX graphics cards.

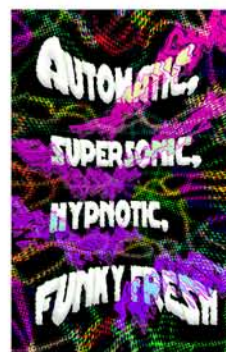
Artsy Geek • UX Design Intern

June - Sept 2015 | Berkeley, CA

Wireframed, prototyped, and designed websites for client projects. Developed branding materials and information graphics for local startups and companies.

Music and Language

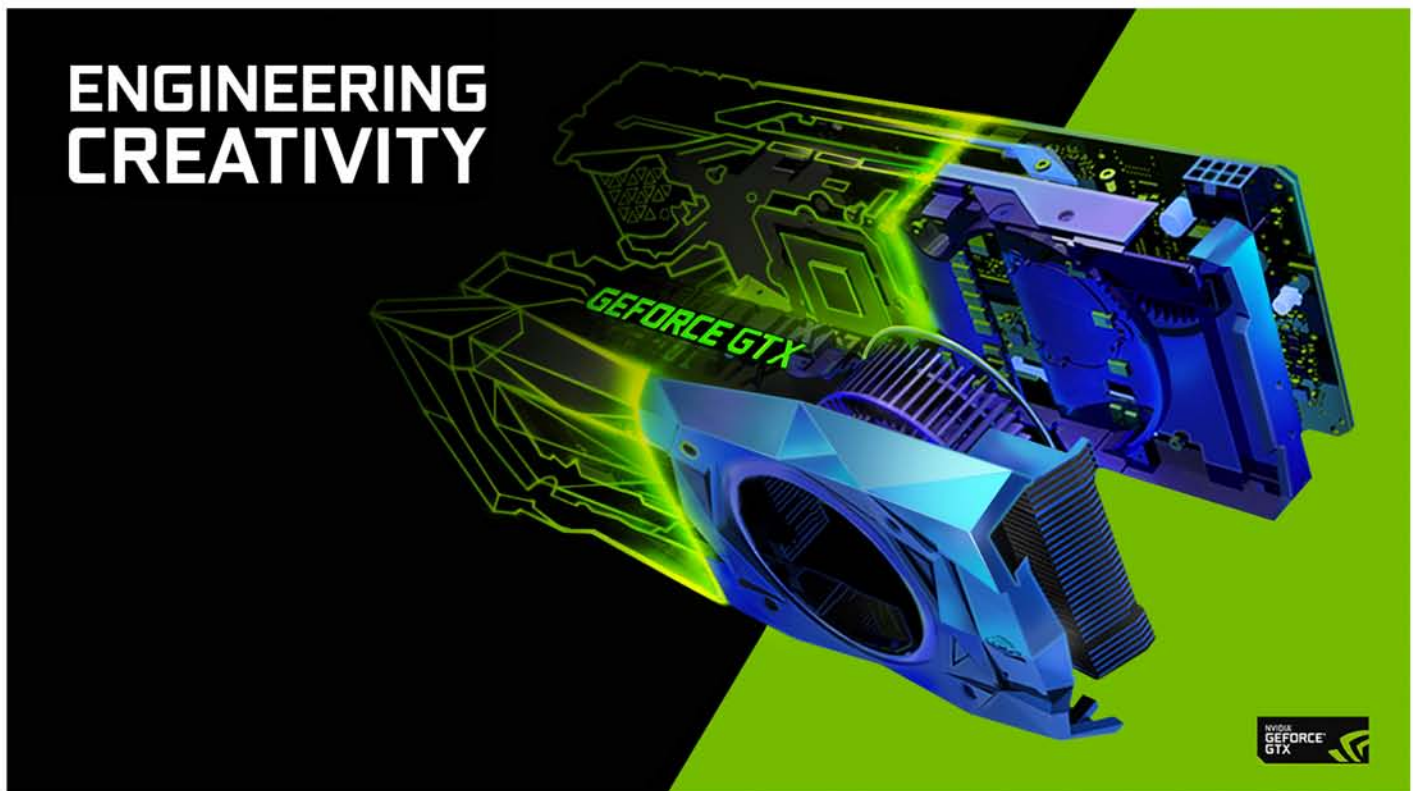
Music and Language is a project that explores the link between musical lyrics and imagery. It will draw from various artists and genres in order to create compositions that are reflections of various musical/lyrical snippets of an artist.

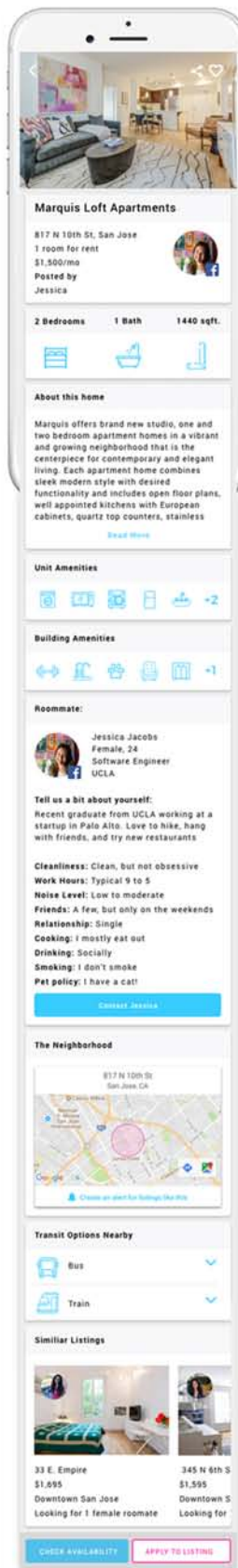
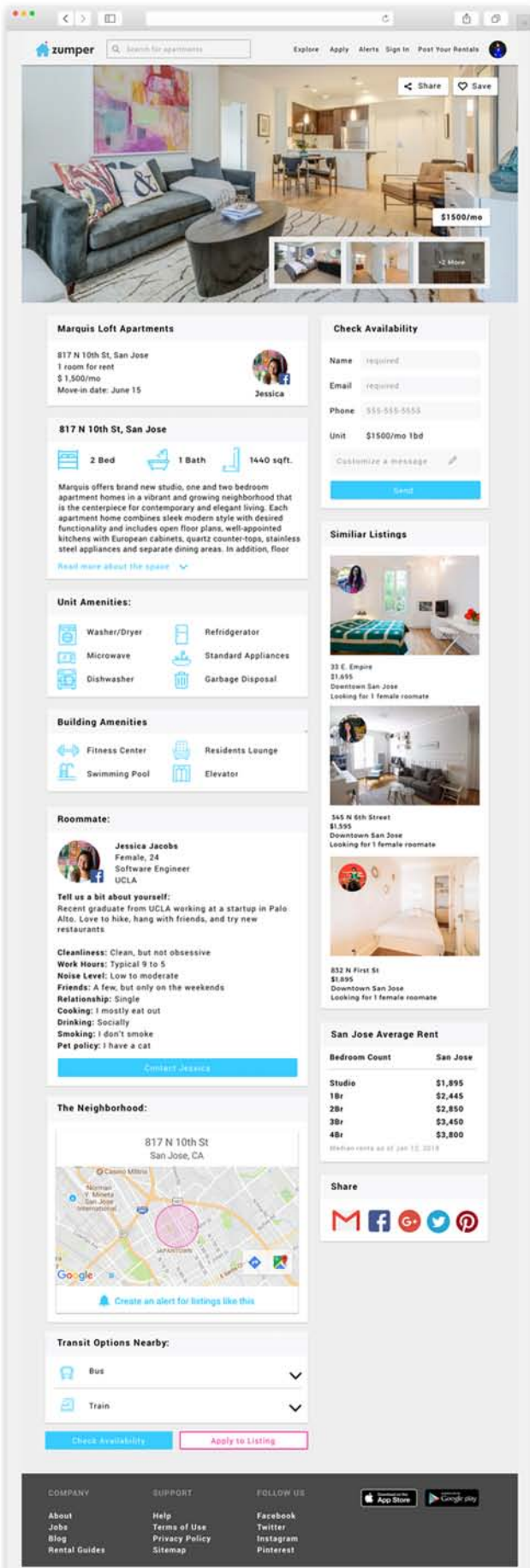


NVIDIA GeForce - Art Direction, Brand Strategy, and Video Production

At NVIDIA I created an entirely fresh perspective on the brand voice for their GeForce graphic cards line. As part of the campaign, I delivered a print graphic, brand narrative, and product launch video. I wanted to translate my own experiences of creativity drawn from seemingly disparate backgrounds into a way to bring a unified voice to NVIDIA's core audiences of gamers, scientists, and creatives. My tagline was simple: "Engineering Creativity."

My aim was to show how GeForce graphics cards exist at a middle ground between creative types and engineers. As a result, I visualized the graphics card as a split between right and left brain thinking. One side is highly analytical and made up of lines and grids (representing the work of engineers) and the other is filled with layers of color and gradation (representing the work of creatives). Ultimately, I wanted to convey that both engineering and creativity inform each other and are the fuel behind advances in AR/VR, gaming, and design.





What is Zumper?

Zumper makes renting easier for millions of tenants and landlords. As the first end-to-end apartment rental platform and largest startup in the industry with 26 million users in 2017 alone, Zumper serves renters, landlords, and brokers with industry-leading tools like real-time alerts, instant online applications, and tenant screening. Zumper believes renters should be able to see the best apartments in a single place, know the price upfront, and lease the second they're ready.

The Solution

I recently started to use Zumper to look for housing in the Bay Area for when I graduate UCLA. In this case study, I aim to solve the issue of searching for an apartment on Zumper with a search option that gives you the ability to look for places with roommates.

The Art of Listening: Illustration, Info, and Interaction Design

Driven from a project I lead on information design at UCLA Creative Labs, I choose to expand and research beyond my Cognitive Science courses at UCLA in order to understand the phenomenon of music and the brain. For this project, I started by diving into research of various scientists who study how our brain perceives sound. After amassing a diverse body of research, I focused on translating my findings into cohesive visual narratives that told the data through color, illustrative imagery, and text. I decided to keep the visual language colorful and playful as a way to highlight the positive effects that come from listening to music. I completed the project by transforming it into a digital publication for your iPad for further reading.

