

RUBY QIAN

New York, NY | rubyqian1201@gmail.com | [LinkedIn](#) | [rubyqian.com](#)

Product designer with a marketing background at IBM, crafting experiences at the intersection of user-centered design and AI.

DESIGN PROJECTS

Phia x Design Meetup Design-a-thon - Finalist, Top 15 of 500+ 2026

AI Shopping Design Challenge | *Figma, Claude Code* [rubyqian.com/phia](#)

- Created two shopping features across rounds: AI product page insights (semifinals) and a gamified style profiling tool (finals)
- Pitched the finals working prototype to Phia's founders and product team after scoping and designing in a 24-hour sprint

Hemi - Reflection Journal Web App 2026

Shipped, live product | *Claude Code* [hemi.rubyqian.com](#)

- Built and shipped a reflection journal web app with monthly two-page spreads, Spotify integration, and animated sky garden
- Directed full build via Claude Code, translating a minimalist design vision into production code through iterative prompting

Google Maps AI Assistant - Concept Project 2026

AI Product Concept | *Figma* [rubyqian.com/googlemaps](#)

- Designed an AI assistant for Google Maps addressing a real user pain point of saved lists overload and decision fatigue
- Mapped 3 entry flows into a shared conversational UI featuring recommendation cards, list chips, and explainable AI results

Yammi - Restaurant Mobile Order Redesign 2025

UX/UI Case Study | *Figma* [rubyqian.com/yammii](#)

- Redesigned a restaurant tech platform's mobile ordering flow, reducing checkout from 6 to 5 steps with a modernized UI
- Conducted heuristic evaluation and competitive benchmarking against DoorDash and Uber Eats to guide design decisions

PROFESSIONAL EXPERIENCES

IBM New York, NY

Field Marketer, Strategic Partnership (Microsoft & Oracle), IBM Consulting Feb 2026 - Present

- Lead field marketing for IBM Consulting's Microsoft and Oracle partnerships, driving co-branded activities to grow pipeline
- Develop end-to-end demand plans and coordinate execution across IBM sales, partner teams, and external vendors
- Coordinated IBM Consulting's presence at Microsoft AI Tour DC, managing event planning, logistics, and sales enablement

Field Marketer & Associate Field Marketer, IBM Consulting Aug 2023- Feb 2026

- Built internal webpage and newsletter to streamline access to event calendars and marketing updates for stakeholders
- Project managed Private Equity marketing plan, leading cross-team syncs to align events, messaging, and communications
- Led field marketing for Data & AI and HR & Talent offerings, executing event and marketing campaigns to grow pipeline
- Created 100+ Account Intelligence Packages to equip sales with insights, contributing to a 97% client interest action rate

Field Marketing Intern, IBM Consulting May 2022 - Aug 2022

- Optimized integration of IBM Consulting-Led Marketing Plans in Top Account Field Marketer (TAFM) flight plans
- Developed data-backed recommendations by analyzing 300 flight plans, interviewing 16 TAFMs, and surveying 32 TAFMs

Reborn Coffee Los Angeles, CA (Remote)

Market Research and Design Intern Sep 2020 - Mar 2021

- Designed logos for the company's "Sprouted Coffee" and "Wine-Infused" series that were used on products and as stickers
- Established a layout for the company's new email marketing strategy to increase customer engagement and involvement
- Collaborated directly with the Vice President of Marketing and Sales to plan holiday advertisements and sales events

EDUCATION

New York University, Leonard N. Stern School of Business New York, NY

B.S. in Business, Concentrations in Management and Marketing, Minor in Digital Art & Design Sep 2019 - May 2023

- GPA: 3.54/4.00 | Relevant Coursework: Design Studio, Brand Strategy, Consumer Behavior, Research for Customer Insights
- Organizations: Management Consulting Group, Marketing Society, Phi Chi Theta Business Fraternity, Synchronic Dance
- Study Abroad: National University of Singapore (NUS) - Spring 2022

SKILLS & INTERESTS

Skills: Accessibility, AI-Assisted Design, Design Systems, Information Architecture, Interaction Design, Product Design, Prototyping, Systems Thinking, UI Design, User-Centered Design, User Research, Visual Design, Wireframing

Tools: Adobe Creative Suite, Claude Code, Figma, FigJam, Google Suite, Microsoft Office Suite, Mural

Certifications & Training: Udemy Figma UI UX Design Essentials, Udemy AI for UI and UX Designers, IBM Enterprise Design Thinking Practitioner

Languages: English (Native), Mandarin Chinese (Conversational)

Interests: Art Doodling, Cafe-Hopping, Dance (Chinese Traditional, Hip Hop, Contemporary), Kpop & Kdrama, Stationery