

Ruhie Shah | Product Designer & Design Engineer

[Portfolio](#) | [Linkedin](#) | (408) 624 7795 | ruhie1919@gmail.com | San Francisco, CA · Open to relocation

SUMMARY

Product designer and builder working at the intersection of product and growth. I turn complex ideas into clear stories, useful products, and experiences that help businesses grow.

WORK EXPERIENCE

Quantlink | Product & Growth Designer (Contract)

Minneapolis, Remote | May 2026 - Current

- Joined as the **first and sole growth hire**; built QuantLink's brand, product positioning, and go-to-market experience for investment teams.
- Co-developed QuantLink's new design system in Figma and Storybook, implemented **components in the codebase, and documented patterns** for Claude and Codex to use when building new interfaces.
- Redesigned the product surfaces and modals to **improve feature discovery & increasing paid conversions**.
- Designed and launched platform and API landing pages for distinct customer needs; SEO/AEO-focused pages and site structure that **grew organic search traffic by 35%**.
- Produced feature launch campaigns and university outreach demos that led to **30% more demo bookings**.

Noah AI | Product, Visual & Growth Designer (Contract)

San Francisco Bay Area | Sep 2025 - March 2026

- Drove **45% user growth in 1 week** by designing and launching paid ad creatives that brought **27 new users**.
- Designed and shipped the end-to-end onboarding experience, reducing churn **to 60%** and improving early user retention.
- Concepted and implemented post-onboarding **user nudging and activation flows**, increasing new-user activity by **40%**.
- Established the company's first **visual and interaction system**, defining UI patterns, product visuals, and experience standards that enabled the product to scale from **0 → 1**.
- Maintained rapid execution with a **1–2 day idea-to-ship turnaround**.

Rysun Labs | UX Design Intern

San Francisco Bay Area | June - Aug 2024

- Designed 0 to 1 AI agent interfaces and a unified design system for multi-surface products.
- Designed **60+ screens/prototypes** and shipped features that improved initial user satisfaction by 15%.
- Led structured QA/heuristic passes; **resolved 80% of critical usability issues** pre-launch.

Miles | Product Design Intern

San Francisco Bay Area | June - Aug 2023

- Owned flows for subscription features across web/app in a data-informed, fast-paced environment.
- Delivered ~70+ wireframes and polished prototypes; helped sustain **+5% MoM member retention**.
- Drove requirement clarity with PM/engineering & executive stakeholders, cutting time-to-market by 15%.
- Documented patterns and edge cases to keep behavior consistent across surfaces.

Go Girl Organization | Design Head

Remote, India | March 2024 - Current

- Built a web platform and UX curriculum for an edtech non-profit org; **increased engagement 60%** and enabled **20+ learners for paid work**.
- Redesigned the brand system across all social channels, driving growth from **12K → 60K followers in 3 months** and securing brand collaborations with Logitech, Adobe, etc.

EDUCATION

California College of Arts

San Francisco | May 2025

Bachelors in Fine Arts in Interaction Design, Minor in Computational Practices, GPA 4.1 | 4 x Dean's List
Creative Achievement Award Scholarship | IXDA Student Chapter Co-Lead | President of Diversity Club-CCA India

SKILLS

Product discovery, user interviews, roadmap prioritization, onboarding, activation, conversion optimization, A/B testing, analytics, go-to-market strategy, interaction design, user flows, prototyping, design systems, responsive design, accessibility, HTML, CSS, JavaScript, React, component implementation, design-to-code workflows

TECHNOLOGY AND TOOL

Claude, Codex, Figma Suite, Cursor, Webflow, Framer, HTML, React, JavaScript, Photoshop, After Effects, Jitter, Spline, Premier Pro, Blender