

# Ruby Hong

San Francisco CA • [Portfolio](#) • [LinkedIn](#) • [Email](#)

## UX Design Leader | Principle UX Designer

Strategic UX leader with 15+ years shaping user-centered, data-informed solutions across consumer and enterprise platforms. Skilled in UX strategy, systems thinking, and cross-functional leadership. Trusted partner to product and engineering with a strong track record of leading teams through ambiguity, building design systems, and aligning user needs with business goals. Brings a thoughtful, creative approach to problem-solving, mentorship, and inclusive design.

## CORE COMPETENCIES

UX Strategy • Design Systems • End-to-End Product Design • Team Leadership • Enterprise UX • Accessibility • AI/ML UX • Stakeholder Alignment • Vision & Roadmapping • Cross-Functional Collaboration • User Research • Branding

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## PROFESSIONAL EXPERIENCE

### Adobe – UX Design Lead

*San Francisco, CA | 2016 – Present*

*Creative Cloud & Experience Cloud • Adobe Brand Studio • Adobe Design Eco-systems -Collab | Platforms*

- Lead UX strategy for multiple cross-cloud initiatives including Adobe MAX platform, personalization, and AI-powered tools.
- Drive design direction, hands-on execution, and strategic planning from concept to delivery across products and platforms.
- Collaborate with PMs, engineers, user researchers, accessibility, and analytics to define MVPs and long-term UX roadmaps.
- Present to executive stakeholders, shape quarterly planning, run visioning workshops, and align user experience with company strategy.
- Scale design practice: introduced Figma, defined new workflows, mentored designers, evolved internal design system and pattern libraries.

### Key Projects:

- Adobe Events Platform & Adobe MAX
- Adobe Express AI Assistant
- Document Cloud - Frictionless
- Experience Cloud Customer Journey Analytics app
- Experience Cloud centralized design

### Ancestry – UX Design Lead, DNA & Health

*San Francisco, CA | 2015 – 2016*

- Led UX strategy and product design for DNA & Health, a new vertical at Ancestry.
- Defined E2E experiences across web, mobile, and physical kits, working closely with science, product, and research teams.
- Designed cohesive systems for DNA Origins site, responsive health dashboard, and multi-product journeys.

### **Google (Android/Google Fit) – UX Designer (Contract)**

*Mountain View, CA | 2015*

- Designed user flows and UI for Google Fit on mobile, wearables, and browser.
- Partnered across Android teams to ensure design consistency and cross-platform alignment.

### **Apple – Senior UX Designer (Contract)**

*Cupertino, CA | 2014*

- Contributed to iOS and web app UX, including system documentation, workflows, and cross-team collaboration with partners and engineering.

### **Other UX & Design Roles**

- Y&R (Young & Rubicam)
- Merrill Lynch (Bank of America) – UX Lead / VP
- Wells Fargo – Design Manager
- Yahoo – Senior UX Designer Platform, system
- Yahoo - Brand Marketing
- YouTube – UX Designer
- Rubydesign - Founder/owner

### **EDUCATION & CERTIFICATIONS**

- University of California, Design – BA
- UX Design Manager Certification – Nielsen Norman Group
- UX/UI for AI Products – Stanford
- Swift iOS Development – Stanford
- Human-Centered Service Design & Leading for Creativity – IDEO U
- Storyboarding & Screenwriting – UC Berkeley
- Coursework: Interaction Design, Film, 3D Animation, Print, Industrial Design

### **LEADERSHIP & COMMUNITY**

- Founder, Adobe Doodle Days (company-wide illustration club)
- AIGA Mentorship Panelist & Member
- WITI – Women in Tech International
- Pro Bono Design Residency – Adobe
- SF Women Artists Organization – Member
- Founder – Rubydesign (UX consulting studio)
- Capitol Records Internship – Music video design