



Elena Ruyter

PRODUCT DESIGNER

elenaruyter.com
eruyter@gmail.com
New York, NY

EDUCATION

University of Pennsylvania

Masters Degree:
Integrated Product Design
| 2017-2019

Swarthmore College

Bachelor of Arts
| Class of 2014

SKILLS

UI/UX for web
User Research
Product Design
Design Strategy
Public Speaking
Project Management
Training & Instruction
Written Communication

LEADERSHIP

Co-lead

Flatiron Health Black Employee
Resources Group
| 2023-pres

Service Design Resident

Capital One Pro Bono Design
| 2020

Design Challenge Co-lead

Wharton Innov. & Design Club
| Fall 2018

Product Design TA

The Wharton School
| 2018-2019

EXPERIENCE

Flatiron Health, Clinical Workflows

Senior Product Designer, Precision Medicine, New York, NY | Dec '21- Pres.

- Play a pivotal role in shaping Flatiron's long-term precision medicine strategy to ensure physicians can harness molecular testing for the right patient at the right time and leverage results for more effective treatment decisions
- Lead the design work in partnerships with molecular profiling labs to integrate complex testing capabilities with Flatiron's provider-facing tools, significantly improving practices' ability to order, track and receive results
- Design and deliver workshops for clinicians and industry partners with the goal of fostering understanding, prioritizing, and co-creating future initiatives within the field of precision medicine and molecular profiling

Capital One, Experience Design

Senior Associate [Design Strategy], Financial Well-being, McLean, VA | Aug '20- Nov '21

- Worked with partners to shape and scale the design for in-person and digital experiences that engender financial empowerment, optimism and customer-confidence
- Co-chartered the formation of a 3000+ person employee-driven alliance that worked with leaders across Capital One to improve diversity, belonging and inclusion practices

Associate [Product Design], On Demand Finance, McLean, VA | July '19- Aug '20

- Led the strategy and UI development for an internal product that streamlined the creation and documentation of financial models, building an efficient, integrated, and user-friendly experience for finance associates

Halma Plc, Visual Diagnostics

Product Manager at Taurus, Visual Diagnostics, NYC | Summer 2018

- Initiated industry, medical, and market analysis to generate business models that inform the company's strategy for its new eye care diagnostic product
- Led user research with doctors, influencers, and specialists in the field
- Aided in the creation of a comprehensive macroeconomic model for market entry

International Development Enterprises (iDE)

Design Operations Assistant, NYC, Philadelphia | April '17- Jan '18

- Established a partnership between iDE and University of Pennsylvania's Integrated Product Design Master's program, enabling a full-immersion service design experience for six Penn students in Guatemala in 2019
- Developed interactive content for the Design Ambassadors Program and Social Entrepreneurship Board of Directors including educational modules, videos, design manuals, and business models

US Peace Corps

Economic Development Volunteer, Burkina Faso | Jan '15- Feb '17

- Supported a boarding school for 50+ girls in enhancing their ability to financially and environmentally sustain the institution through micro-entrepreneurship, grant funded malaria prevention programs, and agroforestry