


GENEVIEVE PRODUCT DESIGNER + WORLDBUILDER RUEBEL HALL

 ruebelg@gmail.com

 320.522.1259

 gruebelhall.com

 gsfunfactory.com

SKILLS

AI & Product Design

AI UX, Conversational Design, Personalization, UX Architecture, Data-Informed Design

Research & Strategy

Behavioral Research, User Testing, Insight Synthesis, Experimentation, Competitive Analysis

Execution

Figma, Adobe Creative Suite, Prototyping, Design Systems

Technical Tools

Figma, Adobe Creative Suite, Miro, InVision, Prototyping Tools, AI Integration

Leadership

Cross-functional collaboration, stakeholder alignment, mentorship

INDUSTRIES

AI • EdTech • Digital
Health • FinTech • Gaming
• Travel • SaaS • Consumer
Products

EXPERIENCE

ATYPICAL AI — Senior Product Designer

06/2025 – Present

- Designed ACT and SAT learning experiences focused on helping students understand where to start, what to focus on, and how they were improving
- Built systems that guide users through content, rather than just giving them access to it
- Worked closely with product and engineering to rapidly test and refine ideas, turning early concepts into shipped features

INGENIO — Senior Product Designer (AI & Media)

05/2022 – 11/2024

- Led behavioral research and product design for AI-powered consumer apps, increasing Gen Z engagement by 15% by focusing on how people actually interact, not just what they say
- Built UX systems across multiple AI products, creating consistency in how they worked and speeding up how quickly teams could launch
- Designed conversational and recommendation-based experiences that helped users interpret and act on AI-generated insights
- Evolved design systems to support personalization and more human-feeling interactions
- Mentored designers across teams, improving design quality and helping move work forward faster

THRIFTY TRAVELER — Senior Product Designer (Contract)

09/2025 – 01/2026

- Led UX and visual design across marketing and product experiences during a period of rapid growth
- Simplified complex travel and subscription workflows, improving clarity and usability across key touchpoints
- Helped align product and marketing experiences so they felt like one cohesive system


EXPERIENCE *Continued*

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ABOUT

Product designer with 10+ years of experience across AI, consumer products, and emerging tech.

I focus on turning complex systems into experiences people can actually understand and use. Blending behavioral research, UX design, and a bit of storytelling to make products feel intuitive, human, and sometimes even a little playful.

Known for shaping early-stage ideas, aligning teams, and building systems that scale.

EDUCATION

University of Wisconsin–Stout
Bachelor of Arts, Graphic
Design & Photography

EXPERIENCE *Continued*

LIL SNACK — Game Designer (Contract)
06/2025 – 08/2025

- Designed casual game mechanics and UI for daily-play games, focused on making interactions quick, intuitive, and repeatable
- Collaborated with editors and engineers to ship playful experiences designed for high engagement and retention

INGENIO (Keen Product) — Senior UX
Researcher & Product Designer
05/2022 – 11/2024

- Led research to uncover user motivations, behaviors, and decision-making patterns across consumer products
- Turned insights into product direction, influencing new verticals and feature development
- Built research and testing frameworks that helped teams make faster, more informed decisions
- Presented findings to leadership, helping drive alignment on product strategy

LOLO HEALTH — Director of UX Design
07/2021 – 05/2022

- Led cross-functional design and engineering teams across multiple initiatives
- Ran discovery and research to align user needs with business goals in digital health products
- Built scalable design systems and brand foundations, reducing development timelines by 25%
- Helped teams move from early ideas to structured, shippable product experiences

SENIOR & LEAD UX ROLES

04/2010 – 08/2021

**U.S. Bank • Revel Health • Horizontal
Integration • Insite Software • Storyworks
• Northstar Balloons • Iphouse**

- Designed enterprise and consumer products across finance, healthcare, SaaS, and e-commerce
- Led research, prototyping, and system design for complex platforms
- Worked closely with stakeholders to turn business needs into usable, scalable product experiences