RUITAN HUANG

Product and systems designer, founder

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PROFILE

I design whole systems, and the AI that works inside them, then build and ship them. Three of my products are live and in daily use: business software with an AI voice receptionist that runs a trade business, a social app for cyclists, and an offline-first training log. I work from the data model to the last screen, alongside the people who use the product every day.

EXPERIENCE

Founder · Samsby — Nov 2026 to present

Business software for trade businesses, with AI doing the routine work. I designed and built the whole system.

- Sam, an AI voice receptionist that answers the business number, takes the job, screens sales calls and texts back.
- One inbox for calls, texts, emails and forms, then jobs, quotes and invoices, with AI-drafted follow-ups the owner approves.
- Runs Yong's Carpentry every day; the public site and waitlist are live at samsby.com.au.

Business Manager · Yong's Carpentry — Jun 2026 to present

Run the business side of a Perth carpentry business, the first business to run on Samsby.

Founder · Alvero Cycling — Mar 2026 to present

Custom cycling kit for clubs and teams, from design to finished jerseys and bibs.

UX Designer · RAC WA — Oct 2023 to present

Design user-centred websites and mobile products, from research and wireframes to usability testing in Figma.

UI/UX Designer · BON CHARGE (formerly BLUblox) — May 2023 to Nov 2023

Improved the user experience of the company's e-commerce platform.

Digital Product Designer · BlueSky Digital Labs — Jan 2022 to Apr 2023

Designed websites, apps and software from concept to prototype and user testing, with product managers and engineers.

Freelance Web Designer · Self-employed — Jan 2021 to Jan 2026

Designed and built responsive e-commerce and information sites for clients in Wix Studio, Editor X and Shopify.

Earlier: Senior Shift Supervisor at McDonald's (2015 to 2022), leading teams of up to 20 a shift. Freelance photographer since 2019.

ALSO SHIPPED

Velochat

2025 to 2026 · iOS and Android

Social app for cyclists: ride chats, clubs and Strava routes. On the App Store and Google Play.

LiftGauge

2026 · web app

Offline-first training log with a 1,400-exercise library. Live, free and in daily use.

SKILLS

Design

Product and systems design, UX research and testing, prototyping, design systems

AI

AI product design, voice agents, AI-drafted workflows with human approval

Build

React, React Native, Next.js, TypeScript, Postgres, Supabase

Tools

Figma, Photoshop, Illustrator, InDesign, Lightroom

EDUCATION

Curtin University

2018 to 2021 · Distinction

Bachelor of Arts, Web, Digital/Multimedia and Information Resources Design

AWARDS

Head of School Commendation

Curtin University · 2022

Digital Experience and Interaction Design Industry Award

BlueSky Digital Labs · 2021