

ROBERTO C. RAMÍREZ

UI/UX & PRODUCT DESIGNER

I am an experienced UI/UX and product designer with a strong background in e-commerce, advertising, and design systems. I specialize in creating seamless user experiences through a collaborative, data-driven approach. My expertise in working with remote teams has strengthened my ability to deliver impactful, results-oriented designs. Leveraging AI technologies, I continuously enhance workflows and stay ahead of emerging trends. Beyond design, I am passionate about mentoring aspiring designers and fostering the next generation of creative talent.

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EDUCATION

I'm committed to continuous learning and skill development, always seeking high-quality educational opportunities to refine my craft. Growing up in a modest environment taught me resilience and the value of self-improvement. With access to top online courses, I stay ahead by expanding my knowledge, ensuring both personal and professional growth.

CYPRESS COLLEGE

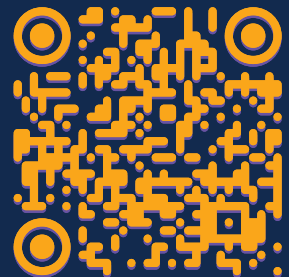
Bachelor of Fine Arts (B.F.A.),
Graphic Design.

UC IRVINE

Certificate, Interaction
Design & Prototyping

MIT XPRO

Designing and Building
AI Products and Services.



LICENSES & CERTIFICATIONS

SKILLS

User Experience (UX) • User Experience Testing • User Interface Design • Design • Design Briefs • Design Guidelines • Design Systems • Design Thinking • Digital Marketing • Directing Others • Front-End Development • Graphic Design • HTML • Interaction Design • Management • Product Design • Prototyping • Responsive Web Design • Usability • Usability Testing • Visual Design • Wireframing

DESIGN TOOLS: Figma, Adobe Creative Tools

FRONT-END DEVELOPMENT: HTML, CSS, Bootstrap CSS Framework, CMS, Wordpress, Joomla

DESIGN METHODOLOGIES: User Research, Wireframing, Prototyping, Design Systems Development, Creative Direction

SOFT SKILLS: Cross-Team Collaboration, Stakeholder Management, User-Centric Mindset

REFERENCES

ROSS HIGGINS

Global UX & Product Design Lead

Roberto is a creative and thoughtful designer who brings a strong sense of curiosity and a collaborative spirit to every project. During our time working together, he consistently sought out new sources of inspiration and was quick to share insights into the latest technologies and design trends. In design critiques, Roberto always offered thoughtful feedback, actively participating in discussions to help the team improve and innovate. His contributions often sparked new ideas and encouraged a collaborative environment. I'm confident that with his dedication to growth and exploration, he'll continue to bring a unique perspective to any team.

RUBEN LUQUE

Sr. Director Strategist,
Researcher of Employee Engagement - Verizon

Roberto is an incredibly talented designer. I had the pleasure of having him support my team as a UX designer for the HR internet serving well over 100K employees not to mention contingent workforce. His designs were fresh, and engaging. Roberto's user centric approach to our internal clients garnered him some great kudos.

PROFESSIONAL EXPERIENCE

VERIZON

Sr. UX Designer | New Jersey

2022 - 2024

- Design, develop, and maintain user-centric experiences for internal stakeholders by collaborating with various departments, identifying their pain points, and aligning solutions with their unique needs.
- Conduct focus groups and user research, collecting both qualitative and quantitative data to inform design decisions and ensure alignment with end-user preferences and organizational goals.
- Manage and update the design system in Figma, ensuring consistency across all products, improving workflow efficiency, and maintaining adherence to brand guidelines and best practices.
- Create interactive prototypes using tools like Figma and Adobe XD, gathering early feedback to refine and iterate on designs.
- Partner closely with developers to seamlessly translate the design vision into a final product, upholding brand guidelines and best-practice design principles.

SBCOUNTY.GOV

UI Designer | San Bernardino

2020 - 2022

- Collaborated with project managers and engineers to gather user requirements, creating UI guidelines and prototypes for web and app experiences—including menus, tabs, blocks, responsive sites, and widgets.
- Managed and maintained the design system in Figma, ensuring consistency and scalability across all digital products.
- Developed UI mockups and original graphic designs (images, sketches, tables) to illustrate functionality and appearance, presenting rough drafts to stakeholders for feedback and approval.
- Identified and resolved UX issues by incorporating user feedback, adhering to style standards (fonts, colors, images), and delivering rapid prototypes to validate design concepts.
- Maintained end-to-end design oversight, from low-fidelity sketches to high-fidelity pixel-perfect mockups, including intuitive public-facing search interfaces that improved information accessibility for residents.

NEWEGG.COM

Sr. Designer | City Of Industry

2014 - 2019

- Led the creation of weekly and monthly digital campaigns, e-commerce pages, app prototypes, and branding experiences for one of the largest tech e-tailers in the U.S.
- Collaborated with Product Owners to gather requirements, producing on-time, visually appealing materials that upheld brand consistency across all channels.
- Spearheaded the redesign of the e-commerce search interface, employing A/B testing to refine product listings and algorithms—boosting search relevance and increasing conversion rates.
- Developed user flows, wireframes, and prototypes to enhance the shopping experience, working closely with marketing and engineering teams to align designs with business goals and technical constraints.

NIKKEN.COM

UI/UX Designer | Irvine

2012 - 2014

- Directed creative strategy for consultant-facing platforms and oversaw all aspects of branding, enhancing user engagement and satisfaction.
- Spearheaded the redesign of product landing pages and an online self-serve advertising solution, incorporating user feedback to drive usability and sales.
- Produced detailed high-fidelity mockups, wireframes, and workflows in collaboration with back-end and front-end developers, ensuring seamless design implementation.
- Conducted training sessions for junior designers, fostered a culture of continuous learning, and delivered weekly email promotions that reinforced brand consistency.

XIOS ENERGY

UI/UX Designer / Irvine

2012 - 2013

- Spearheaded the design of a multi-level marketing eCommerce platform, collaborating with product owners to gather requirements and deliver user-focused solutions on time.
- Oversaw a remote engineering team in Queretaro, Mexico, ensuring adherence to best practices and timely execution of UI/UX deliverables for both web and iOS applications.
- Developed wireframes, interactive prototypes, and high-fidelity mockups using a systematic UX process, actively participating in usability studies to refine the user experience.
- Worked hands-on with developers, assisting with HTML/CSS to ensure accurate design implementation and seamless navigation across responsive interfaces.

MORE EXPERIENCE

GRUPO GALLEGOS

Art Director | 2011 - 2012 | Huntington Beach, CA.

EN TU LENGUA COMMUNICATIONS

Art Director / Web Designer | 2007 - 2011 | Long Beach, CA

TRAYER HMG

Jr. Art Director / Web Designer | 2006 - 2009 | Irvine, CA

HOBBS/HERDER ADVERTISING

Graphic/Production Designer | 2005 - 2006 | Irvine, CA

LOGISTIK MEDIA

Art Director / Web Designer | 2004 - 2006 | Long Beach, CA

PORTFOLIO

