

Roberto C Ramírez

Product Design Leader

 Irvine, CA |  562-507-1126 |  rroberto078@gmail.com |  RobertoCRamirez.com |  LinkedIn

Professional Summary

Design leader with 20 years of experience driving user-centered innovation across technology, retail, and enterprise environments. Expert in guiding cross-functional teams through the full product lifecycle, from research and strategy to execution, delivering scalable, accessible, and intuitive digital solutions.

Combines a foundation in UX design, AI-driven research, and systems thinking to shape cohesive design strategies that connect business objectives with meaningful user outcomes. Recognized for leading with empathy, fostering collaboration, and translating complex ideas into elegant, results-driven experiences.

Core Competencies

- **Leadership & Strategy:** Design Operations, Product Strategy, Cross-Functional Alignment, Stakeholder Communication
- **Design Expertise:** UX/UI Design, Design Systems, Prototyping, Usability, Human-AI Interaction, Accessibility
- **Innovation & Tools:** Figma, Adobe XD, AI Prototyping, Miro, Adobe, HTML/CSS Collaboration, Research Synthesis,
- **Industry Experience:** Enterprise Software, eCommerce, AI & Automation, Public Sector Service

Education

- **MIT xPRO** – *Designing and Building AI Products and Service*
- **University of California, Irvine** – *Interaction Design & Prototyping*
- **Cypress College** – *Fine Arts and Graphic Design*

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Professional Experience

Mercor Intelligence – Product Design & UX Expert

Aug 2025 – Present | San Francisco, CA

- Collaborated on a research initiative with a leading global AI company, influencing design decisions and improving product usability.
- Delivered actionable UX insights that informed product direction and aligned user needs with strategic goals.
- Designed and refined high-fidelity prototypes using **vibe-coding AI mockups** to visualize advanced interaction models.
- Applied prior enterprise experience to ensure design standards met global accessibility and scalability expectations.

TechBites.AI – Product Designer / UX Strategist / Founder

Jan 2020 – Present | Irvine, CA

- Led cross-functional teams delivering **AI-powered digital products** across web and mobile platforms.
- Directed discovery, research, and design strategy, improving client retention and accelerating delivery cycles by 40%.
- Established a design system that unified brand expression across international markets.
- Partnered with developers and product managers to ensure seamless design-to-code execution.
- Provided art direction, mentoring, and UX leadership for internal and external teams.

Verizon – Senior UX Designer

Mar 2022 – Dec 2024 | Basking Ridge, NJ

- Designed enterprise tools that optimized internal workflows for over **300K employees**.
- Conducted user research, focus groups, and iterative prototyping to enhance usability and system adoption.
- Owned and evolved the **Figma-based design system**, reducing onboarding time for new designers by 30%.
- Collaborated with HR and engineering stakeholders to translate complex data systems into intuitive user flows.

San Bernardino County – Senior UI Designer

Jan 2020 – Mar 2022 | San Bernardino, CA

- Designed accessible, responsive web applications that improved service delivery for county residents.
- Developed and maintained a scalable **Figma design system**, ensuring compliance with accessibility standards.
- Led usability testing and design reviews, improving approval turnaround times by 25%.
- Delivered public-facing tools that enhanced transparency and digital engagement.

Newegg.com – *Senior Digital Designer*
Jul 2014 – Dec 2019 | City of Industry, CA

- Drove major eCommerce design initiatives, including product pages, digital campaigns, and mobile app prototypes.
- Improved conversion rates through data-driven redesigns and A/B testing on product discovery interfaces.
- Collaborated closely with product, engineering, and marketing teams to align design outcomes with business KPIs.

Nikken.com – *UI/UX Designer*
Jan 2012 – Jul 2014 | Irvine, CA

- Led UX and branding strategy for consultant-facing tools, increasing engagement and sales enablement.
- Redesigned key pages using user feedback loops, improving conversion metrics and time-on-page.
- Supported front-end development teams to ensure pixel-perfect, responsive implementation.

Earlier roles include Sr. Art Director and Web Designer positions at AWi Inc., Grupo Gallegos, En Tu Lengua, and Traver HMG.

AWi - Action Wobble Inc.
Sr. Art Director
2011 - 2012
Irvine CA

**En tu Lengua
Communications**
Art Director-Web Designer
2009 - 2011
Long Beach CA

Hobbs/Herder Advertising
Graphic/Production Designer
2005 - 2006
Irvine CA

Grupo Gallegos
Art Director
2011 - 2012
Huntington Beach CA

Traver HMG
Jr. Art Director / Web Design
2006 - 2009
Irvine CA

Logistik Media
Art Director / Web Designer
2004 - 2005
Long Beach CA