Itzy Ramirez
UX UI Designer 📍 New York, NY

I have 10+ years of experience in design. I am passionate about solving problems for users with inclusive solutions.

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WORK EXPERIENCE

UX / UI Designer   March 2016 -present

Open Road Integrated Media | New York, NY

Open Road Integrated Media is a publisher and content marketing company of 50 to 60 employees. Open Road Integrated Media's Ignition engine markets ebooks from major publishers.

- Collaborated with 1 product manager and 3 software engineers to design the Early Bird Books for both web and mobile.
- Aligned with tech, marketing and product teams to gather feedback and improve the usability of the data analytics tool. Simplified the process and reduced the steps to help users filter through complex data points. Increased employee satisfaction by 20%.
- Informed design decisions with quantitative and qualitative research from heat maps, surveys, A/B tests and user interviews to create strategic designs for products.
- Designed an intuitive feature that enables users to find affordable books, market ebooks, and balance business needs.
- Interviewed 8 stakeholders to align user needs of book discovery with business needs of book pricing which resulted in a friend referral program that was offered to consumers.
- Created and maintained the design system of the Early Bird Books brand.

EDUCATION

UX Immersive
General Assembly

Bachelor's In Fine Arts
University of Texas at El Paso

SOFTWARE

Figma, Adobe XD, Sketch, Protopie, Jira, Invision, Miro, Otter, Zoom, Asana, Trello, Basecamp, Adobe CC, mywebAR, Blender, SparkAR.

SKILLS

HTML
CSS
Qualitative and Quantitative Research
Prototyping
3d models
Workshop facilitation
Rapid ideation
Collaborative
Strong communicator
Lifelong learner
Fluent in Spanish

INDUSTRY ACTIVITIES

Volunteer
Semillas Collective
Create designs at the intersection of healing, art and justice.