

# DANIEL RAMIREZ

UX/UI DESIGNER & FRONT-END DEVELOPER - TAMPA, FLORIDA



## CONTACT

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## PROFILE

As a creative UX Designer/ Developer, goal oriented, and passionate individual designing innovative solutions for users to improve efficiency and quality through every iteration possible.

## EDUCATION

**General Assembly - Tampa, FL . 2020-2021**  
Software Engineering Certification

**General Assembly - Washington, D.C. 2016**  
Immersive User Experience Design Certification

## SOFTWARE/ SKILLS

Sketch	HTML
Axure	CSS
Omnigraffle	Javascript
Marvel	React JS
Invision	Git/Github
Sublime Text	Ruby
Adobe XD	Express
Figma	Rails
Moqups	

## EMPLOYMENT

### Freelance UX/UI Designer

Jan 2019- Present

User-experience designer responsible for the overall functionality of the product and front-end interfaces. Conducted immersive research to facilitate client's product visions by researching, ideating, wireframing, sketching, and prototyping user experiences for digital accessibility.

### Bond Pro - Tampa, FL

Aug 2019-Dec 2019

Lead UX/UI Designer introducing new features for Bond-Pro's proprietary software. Developed lo-fi wireframes and full mockups using Sketch, Figma and rendering prototypes in Invision per the requirements brought by the Business Analysts. Created interfaces for large data sets in the bond retail space, following Web Content Accessibility Guidelines (WCAG) compliance best practices.

### Clickbooth - Sarasota, FL

Apr 2019-Jun 2019

User Experience Designer bringing business requirements to fruition for Clickbooth's click-to-conversion platform. Created responsive solutions for large data sets and directing users to use suggested algorithm. Develop wireframes, mockups in various fidelities, and prototypes to translate ideas into real functions and business opportunities in the digital marketing space.

### Willis Tower Watson - Tampa FL

Jan 2019-Mar 2019

User Experience Designer part of the product design team for Via Benefits Accounts. Responsibilities included: translating concepts and business requirements into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences. Delivered designs through interactive prototypes optimized for a wide range of devices, interfaces, and age demographic. Made strategic design and user-experience decisions related to core and new features.

### Buchanan & Edwards - Washington D.C.

Jan 2017-Jan 2019

User Experience Designer in command over various projects with a Public Trust Clearance. Redesigned Small Business Network of the Americas (SBNA) a platform designed and created for the Department of State to facilitate communication between countries to help small business service providers across the Western Hemisphere get the education and assistance they need to launch and grow their businesses. Evolved existing websites by enhancing overall navigation, widgets, and design patterns. Conducted UX research through user testing wireframes, mockups, and prototypes. Used CSS to test WCAG protocols.

### General Assembly - Washington D.C.

Aug 2016-Dec 2016

Full time Immersive User Experience Design program that consists of over 500+ hours in professional training over ten weeks. Utilized a hands-on approach to practice user-centered design methods, design thinking skills, team collaboration, and client relationships.

### DC Public Library

Collaborated with Project Manager and UX Researcher to design a mobile application that included new and essential services for the DC community.

### Kiss The Sky

Lead UX/UI Designer and UX Research Analyst for an e-commerce yoga mat website. Lead the UX team through a rebranding of the company and marketing launch of wholesale products to increase consumer turnaround and revenue on website. Delivered a responsive website prototype to client.