

Jennifer Ramos

UX/UI Designer and creative leader with a passion for visual problem solving

SKILLS

Digital Design
Responsive Design
Mobile
Art Direction
Branding
User Research
Rapid Prototyping
Agile Development
E-Commerce

TOOLS

Adobe Creative Suite
Sketch
Invision
HTML / CSS

CERTIFICATION

ICAgile Certified Professional

EDUCATION

Bachelor of Illustration
Moore College of Art and Design

CONTACT

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VICE PRESIDENT, DESIGNER | AUGUST 2016 — PRESENT Citi FinTech, New York, NY

- Partner with Creatives, Strategists, Product Owners and Developers to create effective end-to-end user experiences across iOS, Android and Browser that align with user goals, business requirements, technical constraints, and project parameters
- Create interactive prototypes for usability testing and participate in co-creation exercises to gather insight into users' needs and iterate based on those findings
- Assist with the ongoing creation, maintenance, and implementation of Citi's Digital Design Language
- Present project objectives, insights, and creative solutions to internal stakeholders

DIGITAL ART DIRECTOR | OCTOBER 2013 — AUGUST 2016 Starwood Hotels & Resorts, New York, NY

- Created original cross-platform digital design, working both independently and in a team environment, to connect with consumers and provide consistent brand communication and positioning
- Worked with design leadership, project management and development teams to ensure feasibility of designs and program requirements
- Managed and directed other designers in the creation and implementation of visual solutions
- Redesigned the St. Regis homepage and established styles to be used throughout the site
- Reimagined the booking path experience across all 12 brands resulting in a 5% increase to conversion on the search results page

INTERACTIVE DESIGNER | 2009 — 2013 NBCUniversal, New York, NY

- Designed and produced ad campaigns for Fortune 500 companies running on NBCUniversal Owned Stations' mobile and desktop sites
- Worked with Excitem to build a content management tool specifically for launching contests on NBC Local Sites and Facebook.
- Mentored and trained sales assistants and junior designers

PRODUCTION ASSISTANT | 2008 — 2009 Niche Media LLC, New York, NY

- Provided design and technical assistance to clients including resizing and creating new ads
- Inspected all incoming print creative for compliance with standards

PRODUCTION ASSISTANT | 2007 — 2008 Philadelphia Museum of Art, Philadelphia, PA

- Designed and produced museum merchandise
- Worked closely with vendors to develop new products
- Created all signage for the museum's four stores