

# Andy Ramirez

## Product Designer

Los Angeles, CA  
andy.ramirez.8537@gmail.com  
linkedin.com/in/andy-ramirez  
www.aramirezdesigns.com

Product Designer with 6 years of experience driving user-centered solutions across healthcare, telecommunications, and e-commerce. Expertise in end-to-end product design—from user research and strategy to high-fidelity prototypes and design systems. Proven track record of improving key metrics: 25% reduction in churn, 20% increase in conversions, and 15% growth in engagement through human-centered design and cross-functional collaboration.

### WORK EXPERIENCE

#### Prevail Health • Chicago, IL USA • 04/2024 - 04/2026

##### Product Designer • Full-time

- Designed and implemented a comprehensive design system that ensured brand consistency across 15+ digital touchpoints, improving team efficiency and user engagement
- Design end-to-end interaction flows, wireframes, and high-fidelity prototypes in Figma, solving complex UX problems across web and mobile products
- Partner with product and engineering teams to communicate design solutions and maintain design integrity throughout the project lifecycle
- Build and contribute to the company's design system in Figma, ensuring consistent, high-quality experiences across all platforms
- Led comprehensive website redesign, defining UX strategy and establishing design standards that unified the experience across all customer touchpoints

#### Amethyst AI • Los Angeles, CA USA • 04/2025 - 02/2026

##### Product Designer • Part-time

- Led end-to-end UX design, owning the full process from product strategy through high-fidelity prototypes.
- Designed and iterated on low and high fidelity wireframes, translating business requirements into intuitive user flows.
- Conducted usability testing with real users, gathering feedback to inform design decisions and improve the product experience.
- Collaborated on product strategy, contributing to roadmap decisions and shaping the overall direction of the product.

### SKILLS

- A/B Testing
- Accessibility (WCAG)
- Design Systems
- Graphic Design
- Information Architecture
- Interaction Design
- Prototyping
- Responsive Web Design
- Usability Testing
- User Research & Testing
- UX/UI Principles
- Visual Design
- Visual Identity Systems
- Wireframing

### Tools

- Adobe Creative Suite
- AI Tools: Claude, ChatGPT, UX Pilot, Lovable
- Analytics Platforms
- Canva (Template Building)
- CSS
- Figma
- HTML
- JIRA
- Prototyping Tools

### EDUCATION

**Bachelor Of Art in Art**  
**California State University**  
**Northridge**  
Northridge, CA, USA

**California State University Northridge** •  
Northridge, California • 01/2024 - 07/2025

**Web Producer / Graphic Designer • Contractor**

- Partnered with campus stakeholders to implement brand standards and maintain visual consistency across digital and print platforms
- Collaborated with creative director on design strategy for high-profile partnerships, delivering solutions across web, social, and print
- Collaborated with creative director to build creative strategy and design for high-profile campus partnerships, delivering comprehensive brand solutions including annual reports, microsite development, integrated social media campaigns, and flagship publication design.
- Created design assets for social media campaigns, supporting audience engagement and brand awareness
- Worked cross-functionally with marketing staff to deliver assets on deadline in a fast-paced environment

**Wellpsyche Medical Group** • Los Angeles, CA USA •  
02/2023 - 10/2023

**Visual Designer • Full-time**

- Collaborated with product manager to gather business requirements and identify user pain points, translating insights into design improvements
- Redesigned landing page experience based on user behavior analysis, resulting in 20% increase in conversion rates
- Conducted user research and usability testing to inform design, resulting in 20% increase in user satisfaction and 10% decrease in user errors.

**Verbal Visual** • Brooklyn, NY, USA • 04/2022 - 10/2022

**UX Designer • Full-time**

- Drove 25% increase in user engagement by leading mobile-first redesign, conducting user research and usability testing to inform design decisions
- Created end-to-end user flows, wireframes, and interactive prototypes in Figma, presenting to stakeholders and incorporating feedback into iterations
- Improved e-commerce conversion rates by 15% through redesigned checkout flow and visual design optimization in Figma
- Iterated on heuristic analysis findings, leading to improved usability and a more efficient user experience.

**CERTIFICATIONS**

**HCI Certification**

Interaction Design Foundation

**AI For Designers**

IxDF - The Interaction Design Foundation

## VOLUNTEERING & LEADERSHIP

### **CSUN SAGA**

CSUN Communication Design club