





# DANIEL RAMIREZ

USER EXPERIENCE DESIGNER

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As a creative UX Designer/ Developer, goal oriented 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

Figma  
Sketch  
Omnigraffle  
Marvel  
Invision  
VS Code  
Adobe XD  
HTML  
CSS  
Javascript  
React JS  
Git/Github  
Express  
Ruby

## DESIGN

Ideating  
Wireframing  
Rapid Prototype  
User Research  
User Testing  
Team Management  
Responsive Design

## WORK EXPERIENCE

### Contract UX/ UI Designer

Jan 2019 - Present

As a User Experience Design Contractor, I was entrusted with optimizing the overall functionality of digital products and front-end interfaces for multiple clients. The following is a comprehensive list of clients I have partnered with:

#### Walmart - Greenville, SC

Oct 2023 - Present

UX Designer for the Hiring Experience Evolved (HEE) project, where I Collaborated with a cross-functional team of software engineers, testers, operations members, and end users to design, and test new features. Applied user-centered design principles and conducted usability testing.

#### Cigna - Tampa, FL

Jun 2021 - Jun 2023

Spearheaded the overall front-end interface design and functionality of digital products for Cigna internal applications. Conducted immersive research to facilitate the product owner's vision by ideating, wireframing, sketching, and prototyping polished experiences for digital accessibility.

#### Bond-Pro - Tampa, FL

Aug 2019 - Dec 2020

Collaborated closely with cross-functional team to create a B2B SaaS user interface, employing user-centric design principles, and conducting usability testing. Unified user needs and business requirements to develop easy-to-use interfaces, following WCAG for best practices.

#### Clickbooth - Tampa, 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 direction users to use suggested algorithm. Developed wireframes and mockups in various fidelities, and prototypes to translate ideas into real business opportunities in the digital marketing space.

#### Willis Towers Watson - Tampa, FL

Jan 2019 - Mar 2019

User Experience Designer part of the product design team for Via Benefits Accounts. Day to day responsibilities included: translating concepts for business requirements into user flows, wireframes, mockups and prototypes optimized for a wide range of devices, interfaces and demographics. Made strategic design in regards to existing and new features.

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

Jul 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 State Department to facilitate communication between countries to help small business service providers across the Western Hemisphere get the education and assistance needed to launch and grow. Conducted UX research through informal user testing of mockups and prototypes. Used WCAG protocols.

#### General Assembly - Washington D.C.

Jul 2017 - Jan 2019

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.