

# GIANMARCO RAMOS

Lead Product/UX Designer

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## MOST RECENT WORK EXPERIENCE

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### Lead Product Designer

YML - Code and Theory

Remote, 2021 - 2024

Led a crucial mobile project for a top US bank, reshaping both the developer handoff and product vision, leading to new Statements of Work for the mobile app on iOS and Android. Also, drove a telecom web initiative, boosting the conversion rate from 0.42% to 29.39% by reimagining the e-commerce experience.

### Product Designer

Proximity Lab

Remote, United States, 2020

Created sketches and wireframes for digital products. Built visual prototypes for web and desktop applications. Worked in B2B and SaaS projects for Adobe and Unilever. Designed data visualization driven by artificial intelligence.

### Senior UX Designer

Belatrix Software / Globant

Lima, Perú, 2018 - 2019

Conducted training sessions for the UX team. Built visual prototypes for web and mobile IOS and Android. Designed interfaces and created wireframes, user journeys, sitemaps, and workflows. Conducted interviews and usability tests. Redesigned E-commerce platform for 100k users.

### UX/UI Designer

Autofintech Latam

Lima, Perú, 2017

Designed the company's main product from scratch resulting in 50k visits in the first four months by designing the prototype from research, ideation, visual design, interaction design, illustrations, usability testing, and design system. Grew revenue from \$0 to \$30k and helped win the award "Startup Peru 2019 - Category Innovative entrepreneurs" out of 905 projects.

Older positions can be found on - [www.linkedin.com/in/gianmmar/](http://www.linkedin.com/in/gianmmar/)

## EDUCATION

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2018 - 2020

### School of Visual Arts - SVA, New York

Master of Fine Arts, MFA Interaction Design

2011 - 2015

### Universidad Peruana de Ciencias

#### Aplicadas - UPC, Lima

Bachelor's Degree in Professional Graphic Design

## SKILLS

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### Design, Research and Agile

Interaction Design, Accessibility, Visual Design, Strategy, UX, Data visualization, Artificial Intelligence, Usability Testing, Motion Design, Journey Mapping, User Research, Design Systems, Wireframing, Prototyping, Scrum, Kanban, Leadership, Mentoring. Mobile App Design and Web Responsive Design

### Tools

Figma, Sketch, Zeplin, Principle, Protopie, Framer, and the Adobe CC suite.

### Code

HTML, CSS, Javascript, Processing/P5,

## DISTINCTIONS & CERTIFICATIONS

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2020

### UX Foundations: Accessibility

LinkedIn Learning

2018

### User Research - Methods and Best Practices

Interaction Design Foundation

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