

Mindy Ramirez

New York-based UX designer creating inclusive experiences through research and design

EXPERIENCE

Google – UX Designer

SEPTEMBER 2023 – PRESENT

- Crafted intuitive & visually engaging user experiences through design in Figma, ensuring seamless interaction and user satisfaction
- Spearheaded comprehensive user research initiatives, including dozens of in-depth interviews, collaborative affinity mapping, and insightful journey mapping, to deeply understand user needs and drive informed design strategies
- Drove the strategic redesign of core product features, focusing on Accessibility, Customization, and Personalization, through rigorous iterative design and user-centered usability testing, enhancing overall user experience for millions of users

Google Play

- Pioneered the creation and implementation of dynamic and universally accessible color palettes for Google Play, thoughtfully adapting the Google Search design system to elevate visual aesthetics and inclusivity for millions of users
- Facilitated strong cross-functional partnerships to define and refine user experiences, models, UI, and design systems, ensuring a consistent and user-centric brand experience
- Developed engaging 30+ interactive prototypes to effectively communicate color palette functionality, fostering collaborative stakeholder feedback and driving design alignment

Google Search

- Strategically developed and executed mobile app promotion initiatives, informed by thorough market research and competitive analysis, to enhance user acquisition across key market segments
- Designed and refined user flows, delivering 200+ Figma screens and mockups, and optimizing UI/UX across mobile web experiences through extensive design and testing, resulting in enhanced user engagement for a global audience
- Advocated for user-centered design principles, integrating direct user feedback, developing insightful personas, and ensuring consistent brand representation across all digital platforms

East Harlem Tutorial Program – Post-Secondary Access Manager

MAY 2022 – SEPTEMBER 2023

- Gathered and analyzed data on scholar's post-secondary goals, interests, and challenges.
- Updated scholar profiles regularly with key milestones, including applications, financial aid, and admissions decisions.
- Guided scholars in building a balanced list of post-secondary options (colleges, vocational programs) through personalized feedback
- Designed and delivered clear, concise information about the college application process and deadlines to scholars and mentors.
- Designed and maintained scholar profiles with key milestones, including applications, financial aid, and admissions decisions

mindyramirez.com

mindyjramirez@gmail.com

In [@mindyramirez](#)

SKILLS

Design

UX research · User interviews · UX · Affinity Mapping · Competitive Analysis · Site Mapping · User Personas · User Flows · Wireframing · Prototyping · User Journey · A/B testing · Information Architecture · UI/Interaction Design · UX Writing · UX Visual Design · Data Analysis · Usability testing · Web Design · Cross Collaboration

Software

Figma · Wix Studio

EDUCATION

Google UX Design Professional Certification – APRIL 2024

Google Build Dynamic UI – FEBRUARY 2024

Google AI Essentials Certification – MAY 2024

Game Design: Art and Concepts Specialization – MAY 2024
The California Institute of the Arts

John Jay College of Criminal Justice M.A. in Criminal Justice, Certified in Terrorism & Crime Scene Investigation

The City College of New York
B.A. in International Studies

LANGUAGES

English (Native)

Spanish (Native)

