MARIEL RAMÍREZ

Sr. Product Designer

Passionate about creating a better world through technology with over 6 years of experience in digital solutions. Skilled in data analysis, research, and workshop facilitation, delivering solutions from problem detection to product launch.

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EXPERIENCE

Wizeline
Sr. Product Designer (Remote)
Jul 2021 - Present

- Led the UX strategy for multiple solutions and Fortune 500 companies and guided end-to-end processes from product discovery to launch.
- Partnered with developers and facilitated workshops to align stakeholders, delivering seamless implementations and impactful experiences.
- Improved client processes through a service design approach, transforming complex data into actionable insights and user-friendly solutions.
- Mentored designers and led several internal initiatives for the Design Team.

ITESM (Tec de Monterrey)
Product Design Consultant (Remote)
Feb 2022 - Jul 2024

- Defined the design strategy (including the Design System creation) for a graduation web platform serving all levels, from high school to doctorate, enhancing the experience of over 8,000 students per semester nationally.
- Designed and delivered the first workaround from discovery to launch, conducted user feedback sessions, and iterated to successfully release the initial MVP. Actively involved in the launch and research strategy post-MVP, ensuring a smooth roll-out.
- Led the information architecture and design strategy for the management tool supporting the graduation platform, enabling automated reporting and reducing task completion time from over 3 hours to just minutes.

Impulsa Global
Product Designer (Remote)
May 2019 - Jul 2021

- Developed impactful eLearning solutions for clients such as Santander X, Emtech and Trepcamp, incorporating interactive elements using Adobe Captivate improving the completion rate of the courses by 90%.
- Created a UI Kit for the selling and admin platform to facilitate course sales and management.
- Served as Scrum Master and designer, collaborating with SMEs and designers to understand the learning journey and guide the development process.

Name Digital
Digital Marketing Strategist (Freelance remote)
Mar 2020 - May 2021

- Developed and executed communication strategies across multiple social media platforms for various companies, driving engagement and brand visibility.
- Developed the first chatbot for one of the brands, enhancing user interaction and streamlining customer support reducing response time from 1 hour to under 3 minutes.

Experiencia Mexico
COO - Querétaro, MX
Jan 2019 - Feb 2020

- Coordinated and improved processes across various areas of the startup, applying agile methodologies to improve workflows.
- Streamlined operations through data analysis, optimizing efficiency and enhancing overall performance (in person and online experiences).

CARL Move
Marketing Strategist - Lyon, FR
Apr 2018 - Dec 2018

- Led market research to identify the mobility sector's needs for the app validation, and executed strategic marketing and communication initiatives across social media platforms.

EDUCATION

B.A Human Behavioral Science
UVEG | Aug 2024 - Current

Master in UX/UI
Dev.f | Feb 2021 - Mar 2022

B.A. in Marketing and Communications
ITESM (Tec de Monterrey) | Jan 2016 - Dec 2019

SKILLS

- Design Thinking
- Process Mapping
- Qualitative Research
- Quantitative Research
- Data Analysis
- Information Architecture
- User Experience
- User Interface
- Wireframing
- Rapid Prototyping
- Workshop Facilitation
- Responsive Design
- Collaboration
- Stakeholder management
- Design Systems
- Service Design
- UX Strategy
- Public Speaking
- Teamwork

TOOLS

- Figma
- Adobe XD
- Adobe Captivate
- Optimal Workshop
- Wordpress - Elementor
- HTML (Basic)

LANGUAGES

- Spanish - Native
- English - B2
- French - B2

ACHIEVEMENTS

Finalist
2024
Premio Estatal de la Juventud Guanajuato – Innovation and Technology, 2024

Wizeline UX Ambassador,
2021-2022

Semifinalist (Top 28 worldwide)
2022
International Speech Contest, Toastmasters

Winner
2019
DigiEduHack organized by the European Commission with an AI-powered app.