

Tomas Ramirez

Product Designer | UI/UX Designer

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[LinkedIn](#) | [Portfolio](#)

EXPERIENCE

Norton LifeLock, Los Angeles, CA — *Product Designer II*

September 2021 - PRESENT

- Spearheaded discovery, research, and ideation phases of product design resulting in increased user functionality.
- Designed and shipped several digital experiences across platforms (iOS and Android) while working with quick turn around cycles.
- Analyzed qualitative and quantitative user feedback throughout the design process to better tailor application designs to meet user needs.

New American Funding, Tustin, CA — *Product Designer II*

August 2019 - September 2021

- Led design team in tackling complex design challenges and managed implementation of features.
- Closely collaborated with product and engineering teams on a Business-to-Business product to successfully create engaging designs.
- Gathered and evaluated user feedback such as surveys and user testing to measure feature in-app performance and develop improved user designs.

Hype Well Media, Inc., Tustin, CA — *Product Designer*

June 2018 - August 2019

- Developed product strategies and timelines aimed to prioritize user needs and pain-points.
- Created visually engaging design content to promote clients' products and services which contributed to an increase in clientele of 40%.
- Met with clients to understand their product and current challenges in order to craft strategies that improved the overall user experience and met client expectations.

PROJECTS

Norton LifeLock Identity App | [Case Study](#)

As the lead designer for the Norton LifeLock Identity App, I am responsible for maintaining design consistency and improving user experience by crafting new features. This project was ultimately implemented by Norton LifeLock and is currently used by millions of users across the globe.

Atlas Customer Relationship Management SaaS | [Case Study](#)

Designed an internally used SaaS product from ideation to launched beta. Alongside a cross functional team of Product Managers, Designer, UX Researcher, I designed a custom Customer Relationship Management platform to allow analysts to access and manage data related to Condo reviews.

EDUCATION

San Jose State University, San Jose, CA — *Bachelor of Arts, Visual Design*

August 2015 - December 2017

Santa Ana College, Santa Ana, CA — *Associates of Arts, Graphic Design*

August 2021 - May 2015

CERTIFICATES

Zero To Mastery Academy – *Full Stack Bootcamp Certificate*

August 2019 - May 2021

Google– *Foundations of Project Management Certificate*

Issued May 2023

SKILLS

Design System | User Research | Agile | Interaction Design | User Experience | HTML/CSS | Usability Testing | Wireframes | Mockups | Product Strategy | Competitive Analysis | A/B Testing | Prototyping | Analytics

SOFTWARE

Adobe XD | Sketch | Figma | InVision | Zeplin | JIRA | DevOps | Chrome Dev Tools | VS Code