

# Ramses J. Escobar

UX/UI Designer

www.ramsesjei.com

ramses@ramsesjei.com

914-758-3159 - Harrison, NJ

## PROFESSIONAL SUMMARY

I am a UX/UI Designer with over 11 years of freelance experience, possessing a strong understanding of cloud-based solutions and their role in user experience design. I leverage my deep expertise in user research, wireframing, prototyping, graphic design, and stakeholder collaboration to contribute my skills to a team that values user-centered design and data-driven decisions. My commitment to continuous learning is evident through recently completed Google's Professional Certificates in UX Design and Project Management. I'm also a big believer in learning about new tech, especially AI and how to make things accessible to everyone.

## EXPERIENCE

### Senior UX/UI Designer

2013 - Present

#### Freelance

- Applied HCD principles by conducting user research (e.g., user interviews), iterating on designs based on user feedback, and prioritizing user needs throughout the design process.
- Collaborated in an agile environment with cross-functional teams (data, engineering) to design and implement user-centered solutions.
- Utilized project management best practices to prioritize tasks, manage multiple projects, and meet deadlines.
- Analyzed user feedback and conducted in-depth interviews with stakeholders to inform the design process for collaborative projects, resulting in a 30% improvement in user engagement and a 20% increase in overall project success rate.
- Conducted rigorous A/B testing, analyzing user behavior data, and leveraging heat maps to optimize website designs, resulting in a remarkable 20% increase in website conversions and enhanced user engagement.
- Created and optimized user flows, wireframes, mockups, and high-fidelity prototypes using Figma and Adobe XD; resulted in a 40% increase in user engagement and a 25% decrease in user error rates.

### UX/UI Designer

2017 - 2023

#### Glow-Tone | Contractor

- Led the redesign of the skincare and beauty experience, informed by initial user research and ongoing A/B testing, resulting in a dynamic and personalized user feed that increased website visits by 80% and revenue by 37%.
- Collaborated with data and engineering teams to design a scalable and user-friendly interface.
- Revitalized brand identity and content development through graphic design expertise, resulting in a 40% increase in website engagement and a 25% boost in social media followers.

### Production Artist

2004 - 2011

#### Bauer Publishing

- Produced and ensured quality control of internationally published magazines, including ABC and CBS Soaps In Depth, In Touch, Life & Style, and Woman's World.
- Worked with art directors to ensure highest quality of work while maintaining a strict shipping schedule.
- Color-corrected and approved all photographs used in publications, retouched digital images from the in-house studio, flight checked, and transmitted final PDF files to the printer.

## EDUCATION

**Professional Certificate in UX Design**  
Google - 2024  
New York, NY

**Project Management Certificate**  
Google - 2023  
New York, NY

**BFA Graphic Design & Illustration**  
New Jersey City University - 2004  
Jersey City, NJ

## SKILLS

**UX/UI Design:** Figma, Illustrator and Photoshop

**Product Design:** Wireframing, Prototyping

**Interaction Design:** Visual Design, User Testing

**Graphic Design & Illustration:** Adobe Creative Suite

**Web:** Understanding of HTML/CSS and web analytics

**Project Management:** Asana, Jira, Trello