Demarc Ramanand

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Executive Summary

Digital government and technology leader with experience spanning public-sector innovation, digital strategy, product development and user experience. Currently leading Web Services for the City of Charlotte, overseeing digital platforms, technology initiatives and cross-departmental projects that improve service delivery. Passionate about leveraging technology, strategic investments and innovative solutions to create lasting value for organizations and communities.

Core Competencies

Executive Leadership & Management: Strategic Planning, Organizational Leadership, Team Development, Budget & Resource Management, Executive Stakeholder Engagement, Cross-Functional Leadership

Technology Strategy & Innovation: Digital Transformation, Technology Modernization, Digital Strategy, Emerging Technology Evaluation, Technology Investment Prioritization, Innovation Management

Governance & Operational Excellence: Digital Governance, Policy & Standards Development, Regulatory Compliance, Risk Management, Vendor Evaluation, Process Optimization

Strategic Delivery & Performance: Portfolio Prioritization, Change Management, Data-Driven Decision Making, Strategic Initiative Execution, Performance Measurement, Continuous Improvement

Experience

City of Charlotte | Sept. 2026 - Present

Web Services Manager

- Lead the city's Web Services team, overseeing digital strategy, platform management, governance and service delivery across a large portfolio of public-facing and internal web properties.
- Manage team priorities, personnel, budget responsibilities and technology evaluations to support operational efficiency, sustainable growth and organizational objectives.
- Collaborate with departmental leadership and cross-functional stakeholders to identify digital needs, prioritize initiatives and implement technology solutions that improve access to government services.
- Establish and strengthen web governance, accessibility standards, content management practices and digital service workflows to promote consistency, accountability and regulatory compliance.
- Guide strategic digital initiatives, balancing technological capabilities, stakeholder requirements, fiscal responsibility and long-term maintainability.

City of Charlotte | Jul 2024 - Present

UI/UX Designer & Front-End Developer

- Led and supported digital modernization initiatives, collaborating with city departments to redesign, migrate and improve public-facing digital services.
- Spearheaded the migration and redesign of the city's Contract Opportunities platform, replacing an external solution with existing city infrastructure to reduce vendor dependence, improve accessibility and support long-term maintenance.
- Directed the redesign and migration of Animal Care & Control's website, coordinating stakeholders to improve access to departmental information and public services.
- Developed accessible, responsive digital experiences and supported the integration of interactive reporting tools, including the city's Strategic Progress Tracker.
- Applied user research, analytics and accessibility principles to improve navigation, information architecture and the usability of municipal web properties.

Design Gleaner | Mar 2023 - Present

Founder & Chief Designer (Freelance, Part-Time)

- Manage independent digital consulting projects, translating client objectives into technology solutions, digital products and user-centered experiences.
- Lead discovery, stakeholder engagement, solution design and delivery across projects for businesses in multiple industries.
- Evaluate technologies and develop responsive digital solutions with an emphasis on usability, scalability and maintainability.

Kingsmen Software (now Sparq) | Nov 2021 - Mar 2023

User Experience (UX) Designer

- Led UX discovery and design initiatives for enterprise software applications, collaborating with executives, business analysts, developers and clients.
- Facilitated stakeholder workshops, user research and requirements discussions to align product functionality with business objectives.
- Guided digital product design from initial concepts through developer handoff, translating complex requirements into intuitive, scalable solutions.
- Collaborated within Agile development teams to refine product requirements, evaluate design decisions and support successful implementation.

Townsquare Interactive | Sep 2018 - Nov 2021

Senior Web & Graphic Designer

- Designed and developed more than 1,400 responsive client website interfaces across multiple industries, applying front-end technologies and user-centered design principles.
- Collaborated with clients and internal teams to translate business requirements into functional digital solutions.
- Troubleshot technical issues and optimized website performance, responsiveness and usability.

University of North Carolina at Charlotte (UNCC) | Mar 2017 - Sep 2018

Technology Support Specialist (Contract)

- Led the redesign and Drupal migration of the university's Office of Research Partnerships website.
- Supported web technology administration, accessibility compliance and digital content management in an academic research environment.

Education

Bachelor of Science in Computer Science, magna cum laude
South Carolina State University

Certifications and Awards

- Certified ScrumMaster (CSM)
- Google - Foundations of User Experience Design
- City of Charlotte - Exceptional Service Award (Oct 2025)
- South Carolina State University Presidential Scholar (2011 - 2015)

Organizations

- Omega Psi Phi Fraternity, Incorporated
- Upsilon Pi Epislon International Honor Society for Computing and Information Disciplines
- Golden Key International Honor Society