

Demarc Ramanand

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About Me

A designer and developer crafting digital experiences that are memorable, impactful, and drive business results. With a keen eye for user-centered design and a passion for transforming complex challenges into intuitive solutions, I strive to enhance usability and user engagement.

Skills

Leadership & Strategy: Stakeholder Engagement & Alignment, Prioritization & Trade-offs, UX Resource Planning, Cross-Organization Collaboration, Workshop Facilitation, Mentorship

Product Design and Delivery: User Interviews, Competitive Analysis, Data Analysis, User Journeys, UX Wireframes, User Testing, Rapid Prototyping, High-Fidelity Design, Executive Presentations

Tools: Figma, Adobe Creative Cloud (Adobe XD, Photoshop and Illustrator), Google Analytics, Jira, Azure DevOps, HTML, CSS, Javascript

AI Models: Cursor, Figma Make, Lovable, Bolt, Claude, ChatGPT, Perplexity, Copilot

Experience

City of Charlotte | Jul 2024 - Present

UI/UX Designer & Front-End Developer

- Creating wireframes, prototypes, and interactive mockups using tools like Figma and Adobe XD to visualize design concepts and facilitate user testing.
- Developing intuitive site maps and information architectures, ensuring clear, logical, and user-friendly navigation for complex web applications and websites.
- Building responsive, standards-compliant web pages using HTML, CSS, and JavaScript, translating design specifications into polished, production-ready user interfaces.
- Working within an Agile environment, creating visually appealing and functional user interfaces, balancing aesthetics with usability, and aligning designs with brand identity and guidelines.
- Applying WCAG and ADA standards and guidelines to ensure inclusive design solutions, improving accessibility for users with disabilities.
- Presenting design concepts, user research findings, and UI solutions to clients and stakeholders, ensuring design decisions align with business goals and user needs.

Design Gleaner | Mar 2023 - Present

Founder & Chief Designer (Freelance, Part-Time)

- Delivering end-to-end UX/UI, web, and graphic design solutions for clients across diverse industries, from initial discovery and conceiving through final implementation.
- Creating high-fidelity wireframes, prototypes, and production-ready assets using Figma and Adobe Creative Cloud (Photoshop, Illustrator, XD) to support branding, marketing, and product initiatives.
- Designing and build responsive marketing sites and landing pages using CMS platforms including Webflow, WordPress, and Shopify, ensuring clean implementation, maintainability, and alignment with client brand guidelines.
- Collaborating directly with clients to clarify goals, translate requirements into clear design briefs, and iterate on feedback to deliver on-time, on-budget design outcomes.
- Maintaining and continuously optimizing the agency website (designgleaner.com), ensuring performance, responsive design, SEO best practices, and alignment with evolving brand positioning.

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

User Experience (UX) Designer

- Led collaborative whiteboarding sessions with business analysts, developers, and engineers to clarify requirements and translate ideas into wireframes using Moqups.
- Presented UX and UI prototype solutions to stakeholders, incorporating feedback and user testing insights into iterative design refinements.
- Designed high-fidelity, interactive prototypes in Adobe XD based on user stories and acceptance criteria managed in Azure DevOps.
- Conducted user interviews and usability sessions to uncover pain points, synthesize insights, and directly inform UX and UI design decisions.
- Partnered with marketing teams to create on-brand landing pages, campaign assets, and website content that supported lead generation and engagement goals.

Townsquare Interactive | Sep 2018 - Nov 2021

Senior Web & Graphic Designer

- Designed and created over 1400 dynamic and responsive web UIs (user interfaces) for clients across several different industries using HTML, CSS, JQuery, & Javascript.
- Implemented design changes and support edits based on client feedback on an ongoing basis in order to create and maintain seamless user experiences.
- Created client logos in Adobe Illustrator based on brand strategies and client preferences.
- Performed Troubleshooting on various technical issues to improve site performance, load speed and responsiveness.

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

Technology Support Specialist (Contract)

- Led efforts to redesign the Office of Research Partnerships website followed by a migration to the newest version of Drupal.
- Utilized the Drupal web content management system to implement website redesign and perform ongoing updates to the university's Office of Research Partnerships website UI.
- Adhered to design standards including ADA compliance and the UNCC Brand Guidelines.

Education

Bachelor of Science in Computer Science, magna cum laude
South Carolina State University | 2015

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 Epsilon International Honor Society for Computing and Information Disciplines
- Golden Key International Honor Society