

Xally Ramirez

UX/UI Product Designer

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Product Designer with strengths in UX research, prototyping, and interaction design. Experienced in building mobile applications from discovery to high-fidelity prototypes, with additional skills in motion design and branding. Entrepreneurial mindset with proven ability to launch and scale products.

EDUCATION

Academy of Art University

Bachelor of Fine Arts Interaction & UI/UX Design – STEM Designated

San Francisco, CA

May 2026 GPA 3.9

Relevant Coursework: Human-Computer Interaction, Web Design, Motion Graphics,

Visual Design, User Experience, Typography, Graphic Design, Visual Communication, AI Design.

EXPERIENCE

Corporate-Sponsored Automotive Project – UI/UX Designer

Fall 2025 – Ongoing

Academy of Art University, Dept. of Industrial Design

- Partnering with product and industrial designers to explore future mobility experiences through research and concept prototyping, applying design systems thinking to create accessible, human-centered solutions.
- Designing and prototyping interactive in-car experiences leveraging emerging technologies, with a focus on usability, accessibility, and human factors to design engaging in-car interfaces for future generations.

Ethical Lens – Product Designer (UX Research & Interaction Design)

Spring 2025

- Conducted discovery research with 15+ user interviews, then led a design sprint to define the problem statement and prioritize opportunities in ethical shopping.
- Facilitated ideation sessions and developed multiple low-fidelity prototypes, iterating with user testing and feedback to refine core functionality and value proposition.
- Delivered a high-fidelity Figma prototype for a browser plug-in that rates products for ethical impact and suggests sustainable alternatives, empowering users to make conscious, informed purchasing decisions.

Neareal – Product Designer (UI/UX Case Study)

Spring 2025

- Researched how people maintain authentic connections and defined user journeys for profile creation and connection management, guiding key design decisions.
- Built and tested low-fi paper prototypes, then developed high-fidelity Figma designs and retested with users, ensuring the final solution was intuitive, accessible, and visually clear.
- Designed a mobile application focused on sustaining offline connections, supporting authentic relationships, and long-term user engagement.

PunchLab Redesign – Product Designer (Mobile UX/UI)

Fall 2024

- Conducted competitive analysis and user research to uncover engagement gaps and address drop-off post-onboarding.
- Redesigned core training flows to be more intuitive, rewarding, and social, effectively transforming workouts into a motivating community experience.
- Delivered high-fidelity prototypes and motion concepts that strategically reposition the product as a scalable fitness platform, encouraging long-term growth and driving deeper user connection and retention.

ENTREPRENEURSHIP & CREATIVE LEADERSHIP

2 Crazy Nutz — Co-Founder & Creative Lead

Summer 2020 - Fall 2022

- Launched a nut butter brand from concept to retail, securing partnerships that led to a 700% increase in sales in year one, establishing a strong market presence.
- Designed the brand identity, packaging, and visual storytelling, building a distinctive presence in Mexico's food sector.
- Defined the target audience (fitness & nutrition enthusiasts aged 20–30) and created a social media campaign that built loyalty and repeat customers.
- Managed end-to-end operations, including product strategy, retail relationships, and marketing campaigns.

TECHNICAL SKILLS

Core: UX Research, Prototyping, Interaction Design, Information Architecture, User Flows, Design Systems, Accessibility

Strong: Figma, Usability Testing, Wireframing, Responsive Design, Cross-functional Collaboration

Bonus: Motion Design (After Effects, Premiere), Branding, HTML/CSS/JS

Languages: English, Spanish