

hello

## Projects

Hello, take a look at some of the projects I've been working on lately at [heyarturo.com/work](http://heyarturo.com/work)



# Arturo Ramirez

## About me

I'm a Creative Leader living in SF. I've spent 15+ years obsessing over how to make global brands feel human—building brands in more than 16 countries and across four continents. My work is a blend of several disciplines, Branding, UI/UX, and Marketing Design, Visual design & Art direction.

## Awards

Branding Award  
Silver medal a! diseño 2012

Branding Award  
Gold medal a! diseño 2014

Official selection  
Interior Visual Design, Dormir  
de Cine Madrid, Spain 2016

## Featured Work

Poster published on History  
of Graphic Design Book

Posters Published on  
80 Vicente Rojo Book by  
CONACULTA

Posters published on  
Memorias de Pared Book

Illustrations published on  
Cruzine Magazine

## Languages

English  
Spanish

# Experience

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**Udemy**  
2026

Current

**Global Creative Director Udemy | San Francisco**  
Defined the global brand vision for 81 million learners and 75,000 instructors across 180 countries. I directed a multidisciplinary creative team and mentored leads to build a high-performing culture. Partnering closely with Product and Engineering, I aligned our brand identity directly with the core product experience, leading 360° campaigns that delivered a seamless journey for 17,000 enterprise customers and drove global growth.
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**Cool on Sale**  
2016 -2018

2023

**Associate Creative Director, Brand & Design**  
Developed global design guidelines and scalable visual systems across social, email, affiliate, and video channels. Managed a team of full-time and freelance designers, successfully bridging the gap between high-level brand strategy and tactical, day-to-day design execution.
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**Labs Virtual Reality**  
2015-2017

2020

**Lead Designer**  
Directed the visual design for core brand initiatives and global campaigns. Transitioned into project oversight, guiding the creative output for international markets to ensure visual consistency, high-quality typography, and strong brand architecture across all digital touchpoints.
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**Professor**  
2013-2015

2018

**Visual Designer**  
Designed high-performance digital ads, and promotional assets specifically tailored for international markets including Japan, Germany, Spain, and Brazil. Produced interactive materials for instructors and students, alongside digital collateral for global brand-sponsored events.
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**Cool on Sale**  
2016 -2018

**Sr. UI Designer | Cool on Sale Media Inc.**  
End-to-End Product Design: Developed brand identities and marketing ecosystems for multiple products within the online retail space. Led the building and iterative testing of product prototypes to ensure seamless user journeys and high-conversion UI layouts
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**Labs Virtual Reality**  
2015-2017

**Design & Creative Lead | Unveiled Labs Virtual Reality**  
Identity & UI Architecture: Visual design and brand identity for immersive VR applications. Prototyping & Visual Design: Built high-fidelity prototypes and visual assets to test and refine the user experience within virtual environments.
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**Professor**  
2013-2015

**Design Professor | Universidad Iberoamericana (México)**  
Instructed courses on design fundamentals, focusing on the technical mastery of color correction, advanced retouching, visual hierarchy, and creative problem-solving in a workshop environment.
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**Airozon**  
2013

**Design Lead | Airozon:** Directed end-to-end brand architecture, responsive web, and multi-channel marketing campaigns.
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**IDHIE**  
2013

**Lead Designer | IDHIE:** Executed brand identity and 360° marketing collateral for non-profit initiatives across web and print.
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**SEP Editorial**  
2012

**Contract Illustrator | SEP:** Developed original illustrations for national high school textbooks, reaching a nationwide audience.
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**Federación de Golf** 2012

**Brand Designer | Federación Mexicana de Golf:** Managed core brand identity, stationery systems, and editorial layout for print publications.
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**Federación de Golf** 2012

**Lead Designer | Festival Olímpico del Bicentenario:** Spearheaded large-format visual identity and print production for national celebrations.
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**Creative Agency**  
2011

**Graphic Designer | NWM Design Agency:** Executed brand development, responsive web design, and high-end image retouching.
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**Conaculta**  
2011

**Contract Illustrator | Consejo Estatal para la Cultura y las Artes:** Created editorial illustrations for “Chiapas A-Z” focused on cultural storytelling.

# Education

## Education

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Universidad Iberoamericana  
**Bachelor Degree Graphic Design**

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**AI Strategy & Large Language Models**  
Transformers & LLMs. Stanford Online

**General Assembly**  
Introduction to Data Science

**Agentic Design Systems**  
Specialized training in building autonomous, AI-integrated user experiences and workflows.

**Leadership Workshop**  
creative vision, team culture  
Seth Godin (Acumen)

**Product Management**  
Lifecycle, strategy, and market-fit for new products

**UX & Digital Product Design**  
User-centered design systems and web architecture.

**Global Brand Architecture**  
Strategies for building and scaling creative in a global market

**Conference**  
Guide to Entrepreneurship Guy Kawasaki online conference

**Brand & Advertising**  
Strategy International campaign development and high-impact visual storytelling for global audiences.

**Prototyping**  
Web and mobile

**SEO & Performance Marketing**  
Search optimization and high-growth digital marketing

## Skills

**Global Branding**  
Scaling identities across 15+ countries

**Agentic Design**  
Workflows Streamlining creative production using GenAI and LLMs

**Product Design End-to-end**  
UX/UI for global mobile and web platforms

**Storytelling**  
Crafting visual narratives through grid systems

**Performance Creative**  
High-conversion creative for marketing

**Design Systems**  
Building scalable multi-channel guidelines

**Advertising**  
Running global campaigns from start to finish

# Global footprint

## Australia

Hurricane Compute - Branding, Editorial design and Print collaterals

## Egypt (Cairo)

Visualize Islam - Non profit organization. Brand development

## Panama

La Fragatta - Gourmet cuisine - Branding

## Spain

Hotel Dormir de Cine - Graphic Intervention

## México

Sillarquía - Modern intervention to chairs Branding & Web Design and collaterals.

## Uruguay

Akesse - Retailer of pools, equipment, saunas UI & UX for backend

## USA (Miami)

Appraisal Scope INC. - Appraisal Management System. Brand Refresh, Web Design, Editorial design and Collaterals

## USA (Los Angeles)

Hospex. Health services. Brand conceptualization and web development

## USA - (Russia, México, China, Brazil)

Eurotire - Mining Company. UI & UX and collateral design

## México

Neorestauro Architecture. Brand conceptualize and collateral design.

## USA (Texas)

CMC - Marketing Agency Web Design.

## USA (Miami)

ValuePad - Management System Brand development.

## México

Neorestauro - Architecture. Brand conceptualization and collateral design.

## USA

edX - Online education Web wireframing.

## Panama

Batelli Architects - Brand Counselor

## Russia

алмаз Branding and collateral design

## México

Lubynor - Commodities for Industries. Branding and Stationery Design.

## México

Gobierno Municipal del Estado de Puebla Editorial Design.

## USA

Editorial Mantis - Illustrations for Elementary school books.

## Sweden

Ozone generator technology Branding and Web Design Responsive Based

## México

Living Diamonds - Jewelry Certificate Diamonds Design

## Panama

ABC Arquitectos - Editorial Design

## USA (New York)

Yoyo App Conceptualizing and Wireframing UI and IX & App design

## USA (Miami)

ABCD Vitamins. Brand development, Stationary design & collaterals

## México

Third international Conference on Community Psychology. Brand Event Editorial design & Print design

## México

Bake - Bakery Store Brand development and print design

## México

Latin Post Brand development and Web design

## México

María Gala - Mexican Cuisine. Branding, print design and collaterals.